信息社会生存必读书

重新理解媒介

揭开传播、社会网络与群体秩序之谜

醒客 著

一把打开新时代与新活法之门的钥匙

厘清社交媒体时代人际关系的秘密

彻底说清互联网时代传播的路径与逻辑

中信出版社·CHINACITICPRESS

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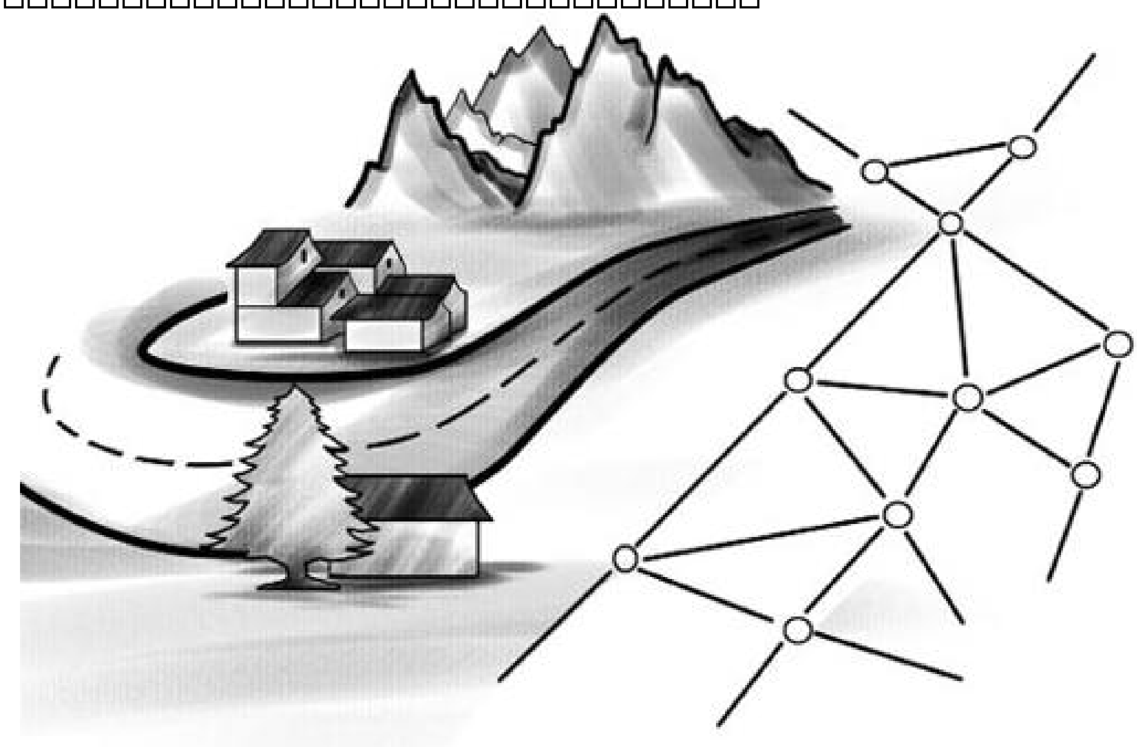
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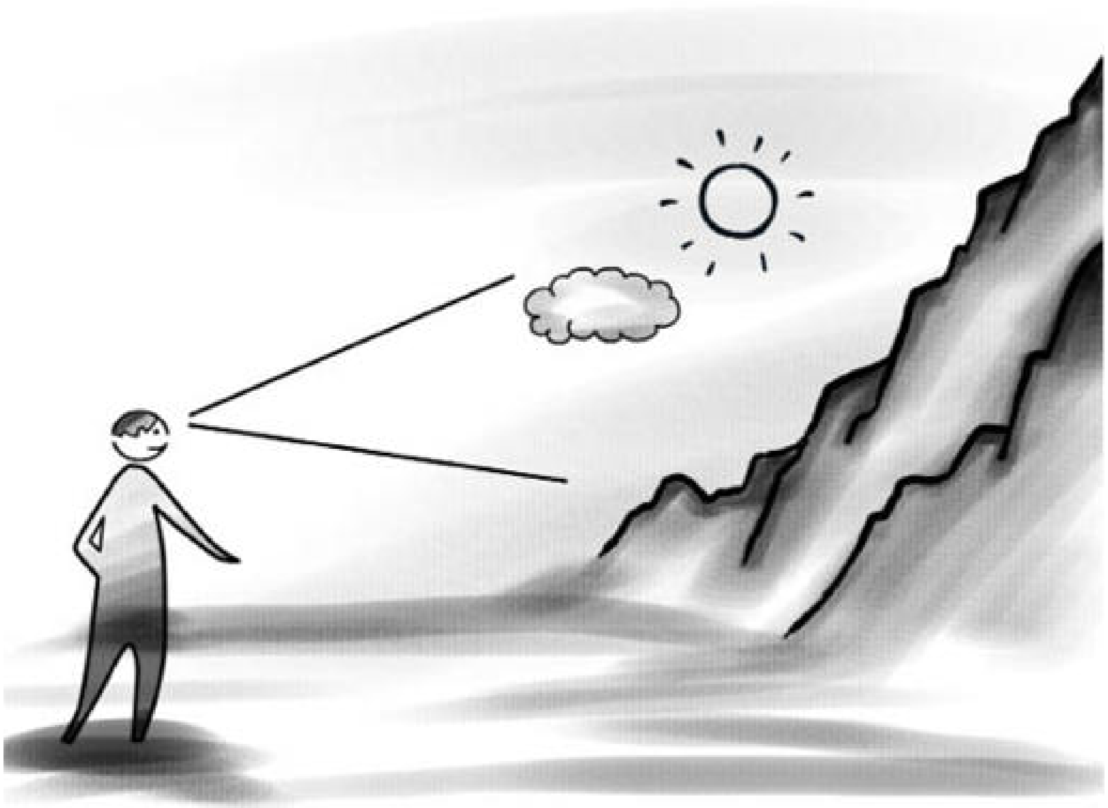
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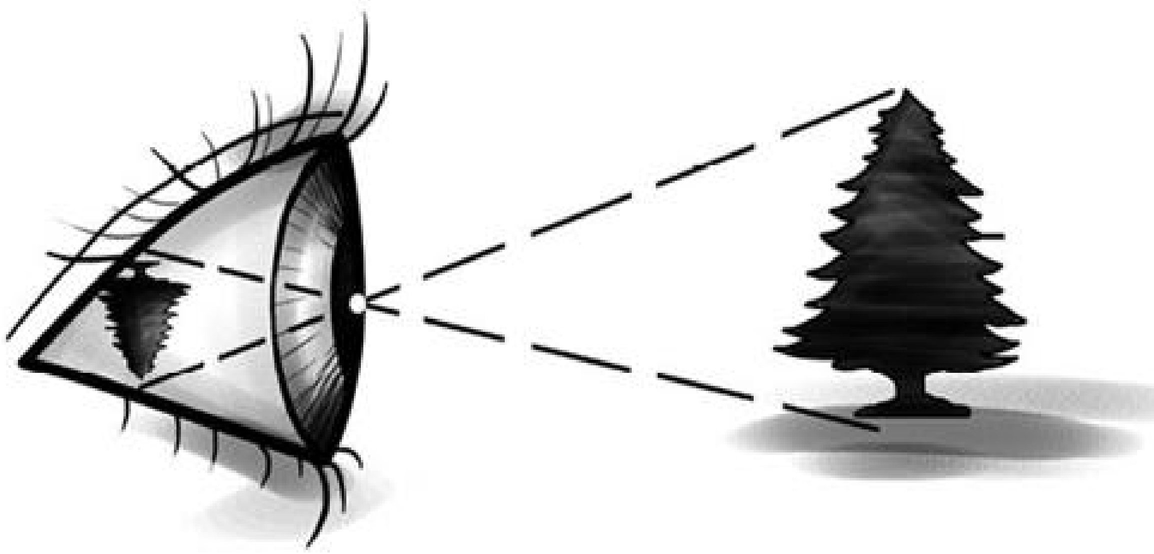
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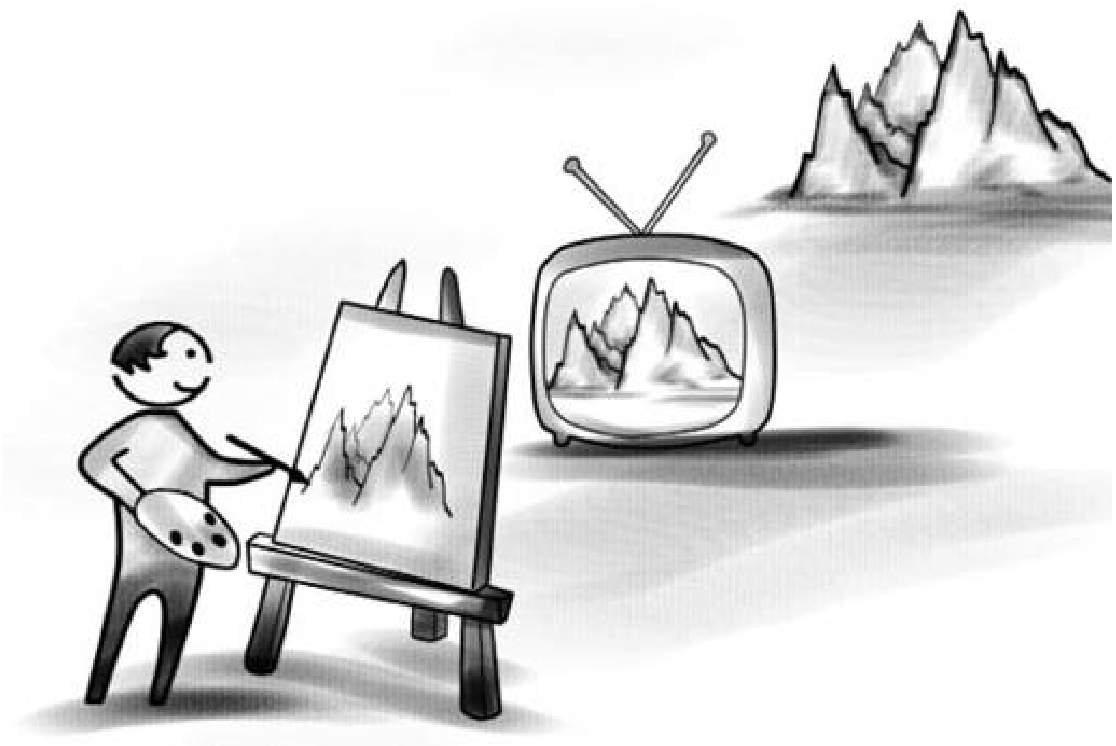
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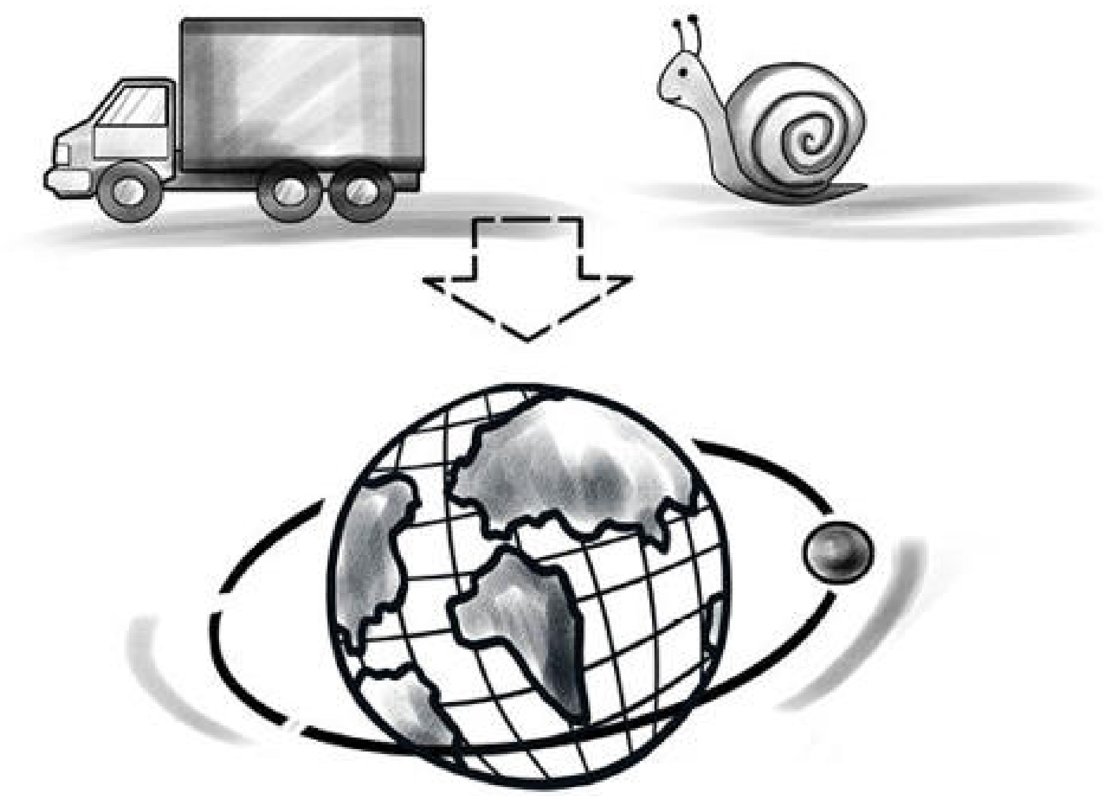
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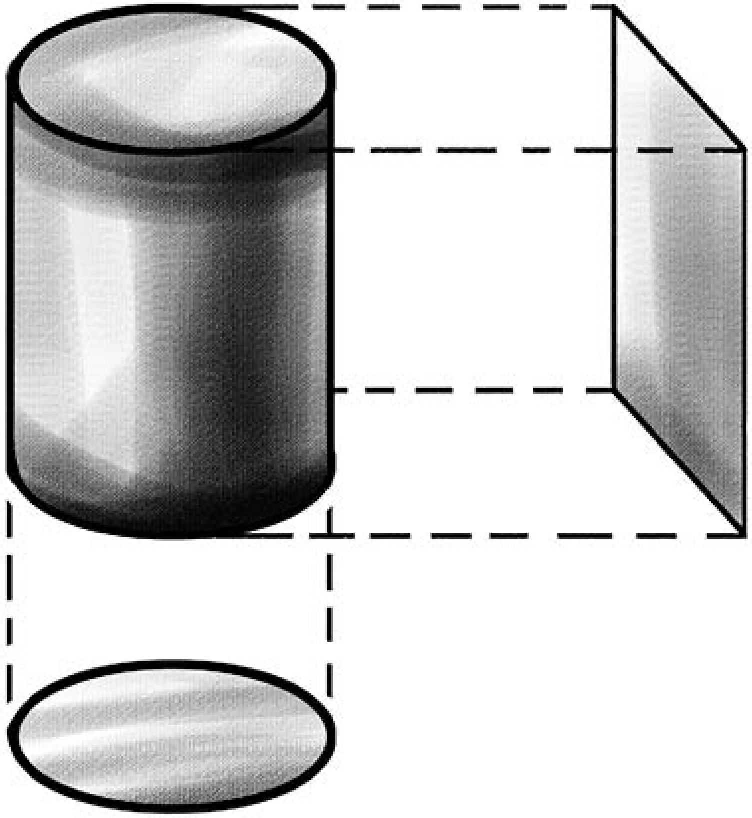
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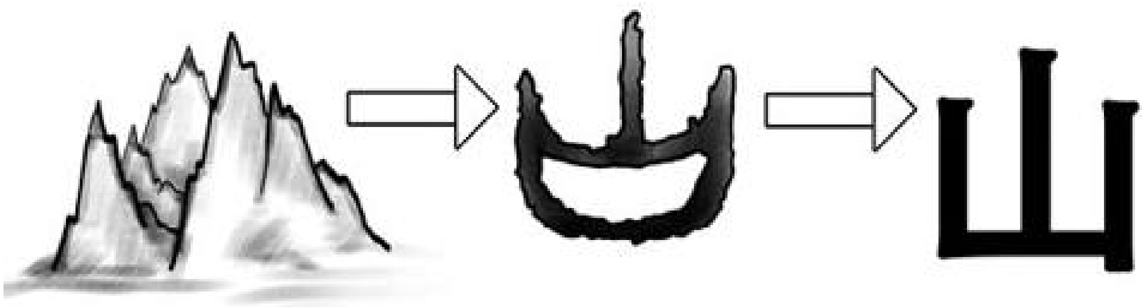
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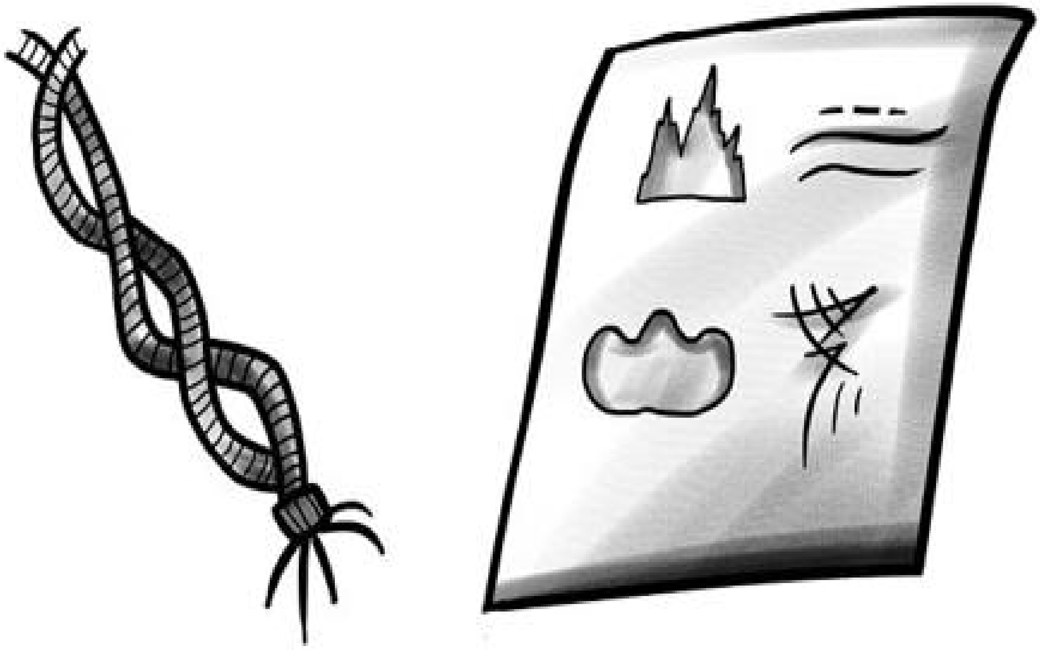
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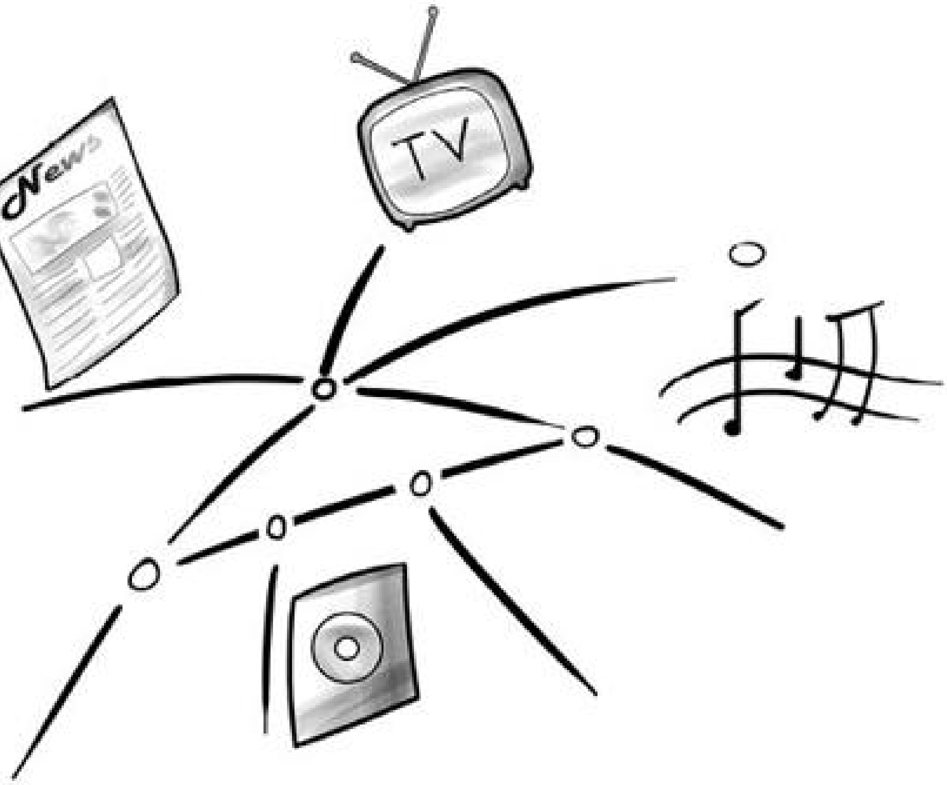
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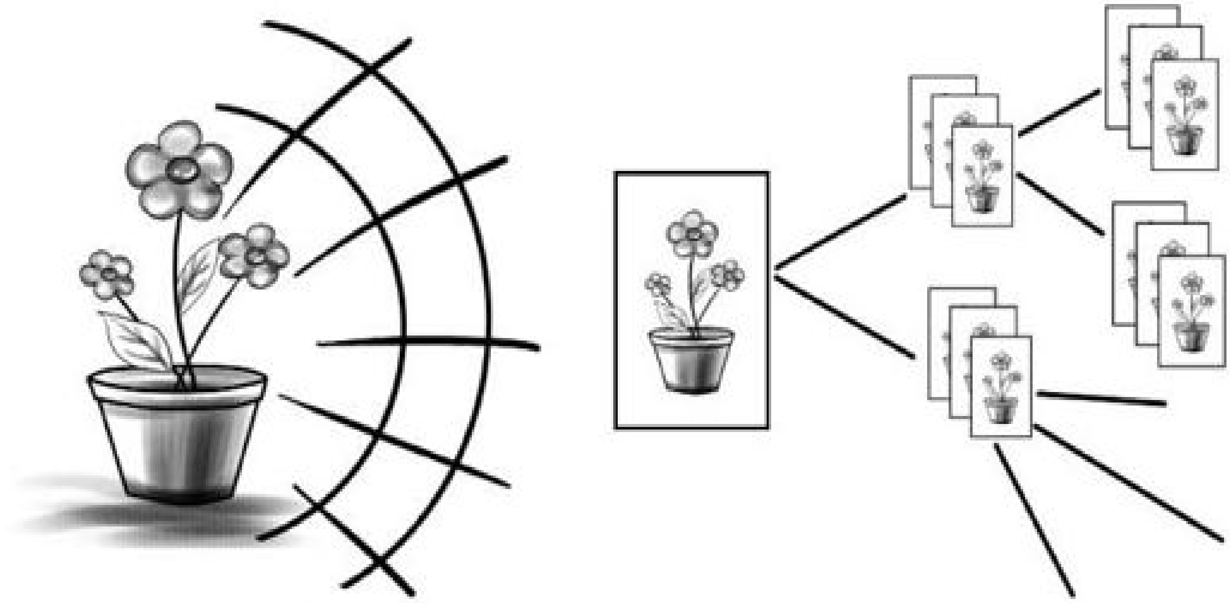
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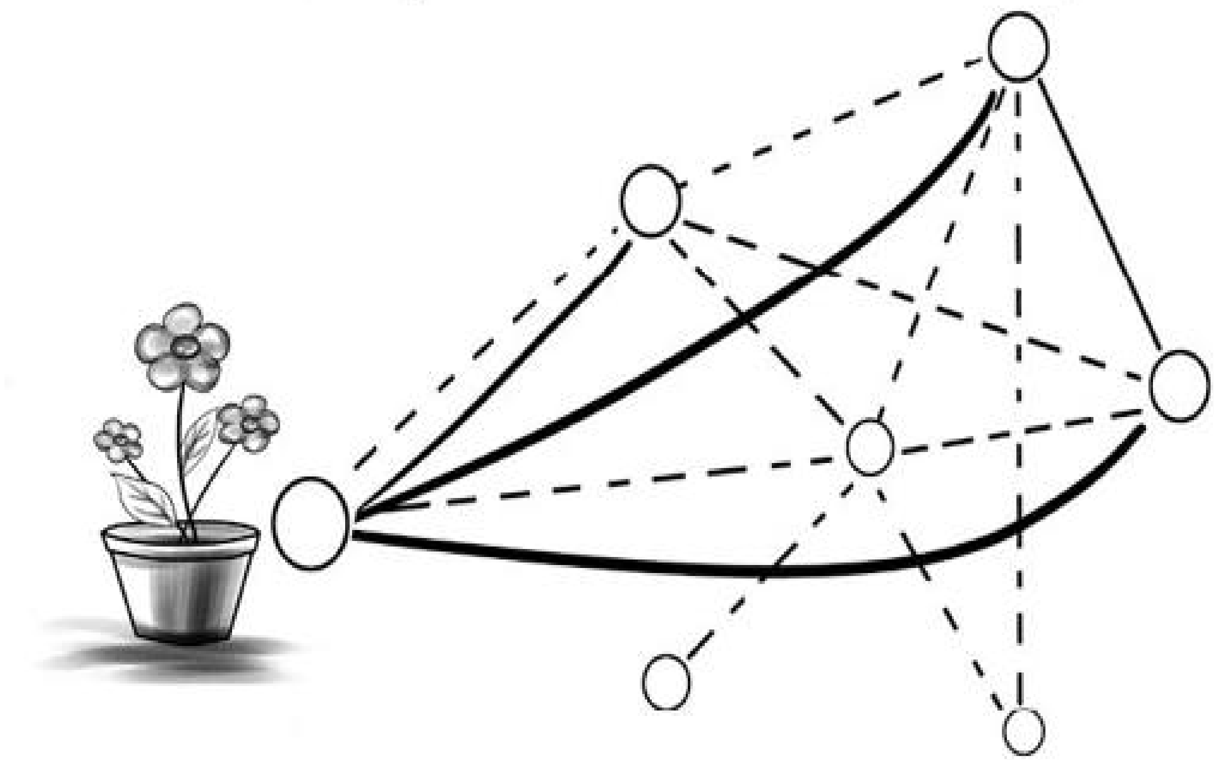
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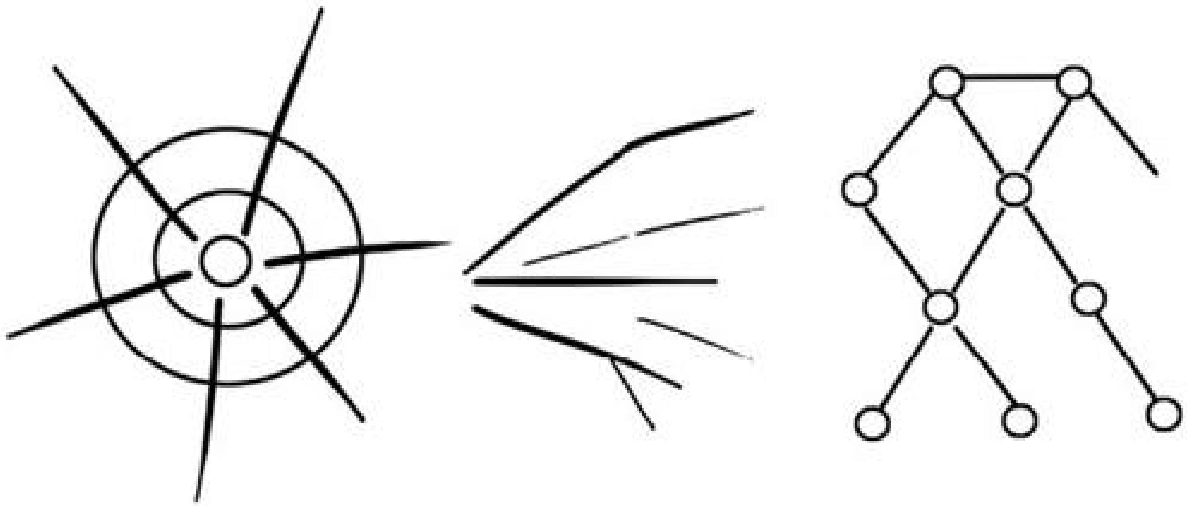
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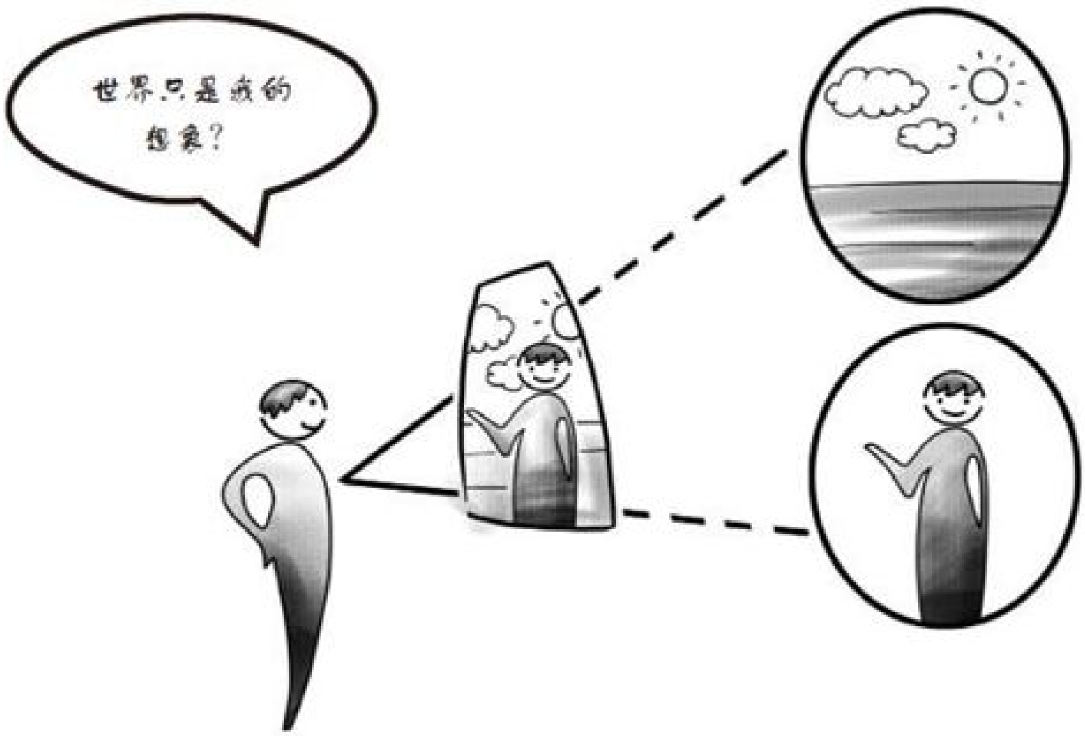
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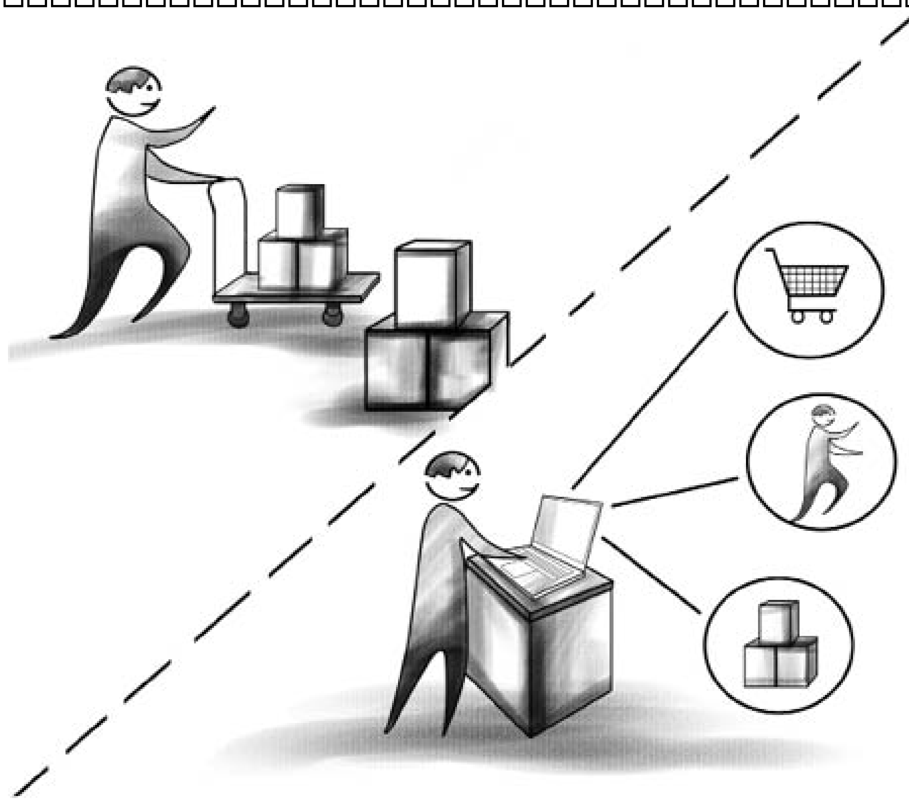
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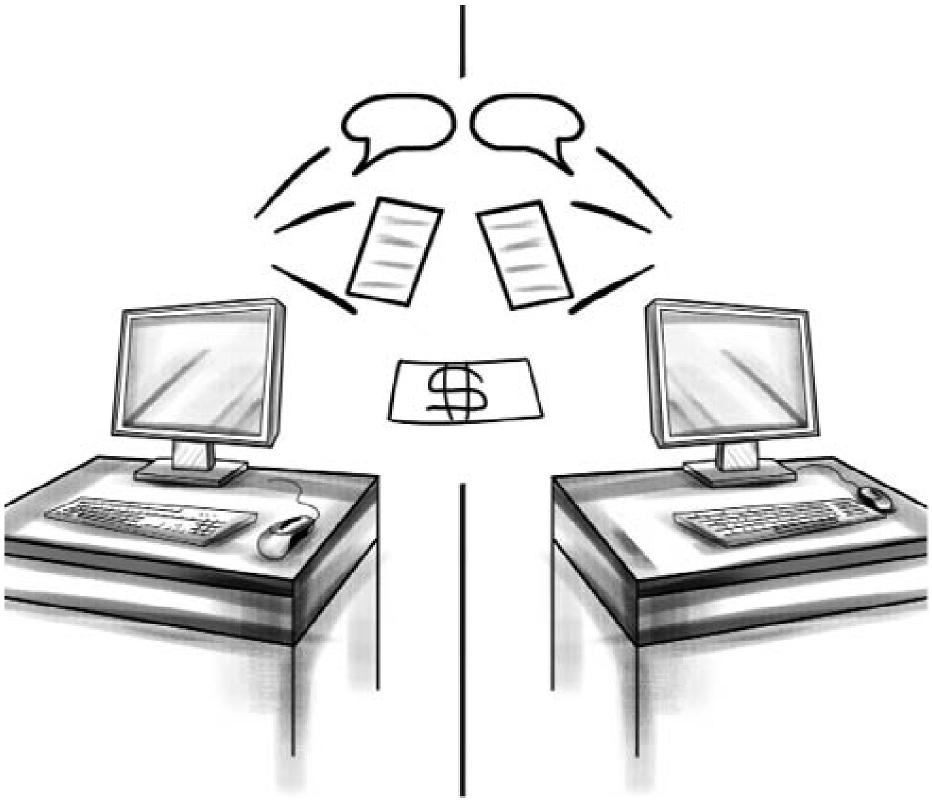
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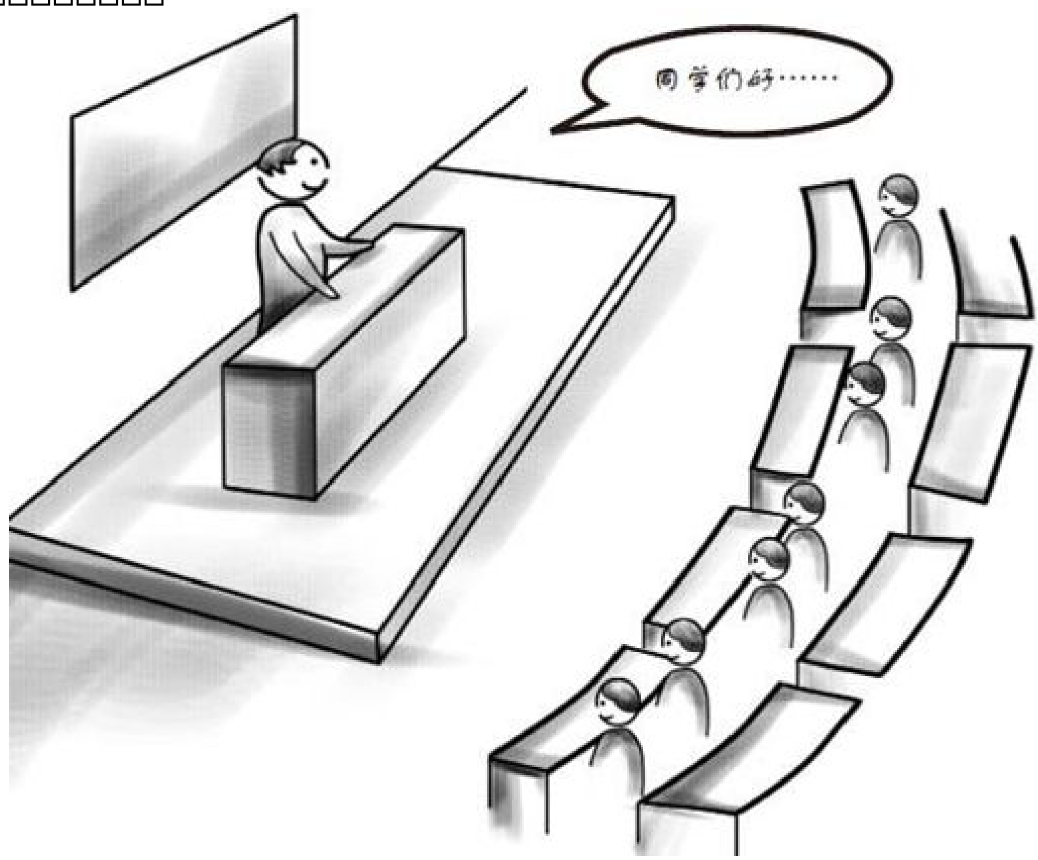
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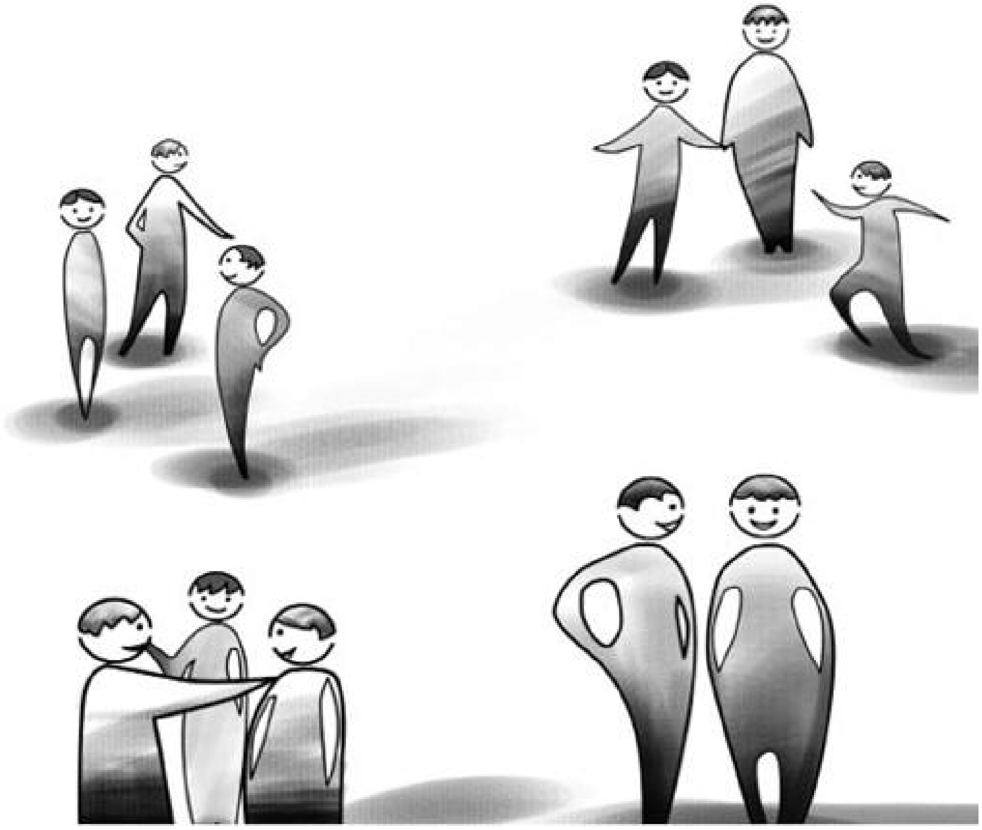
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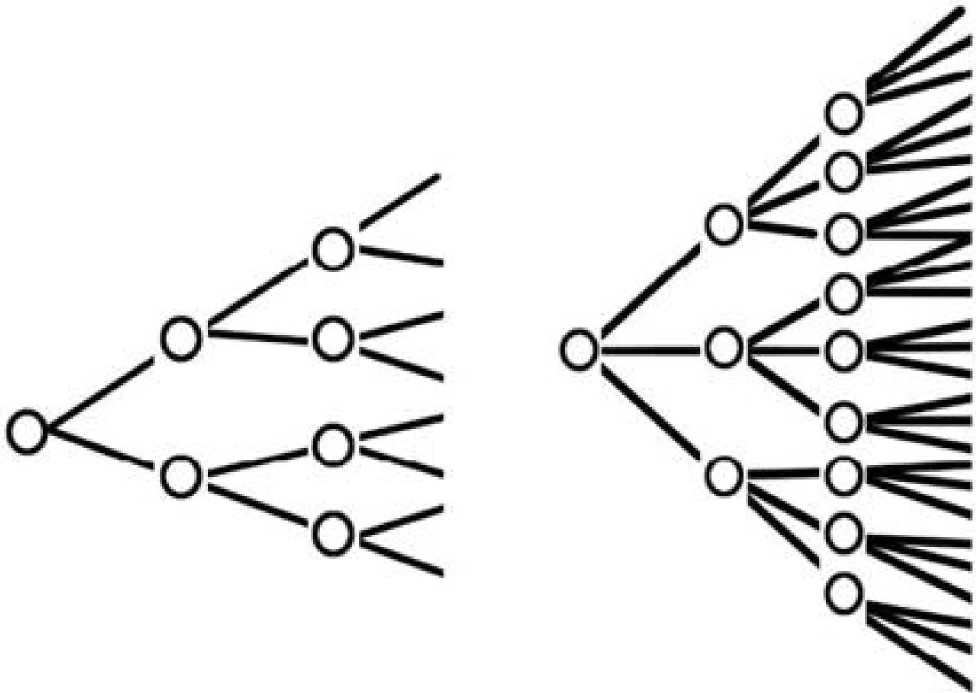
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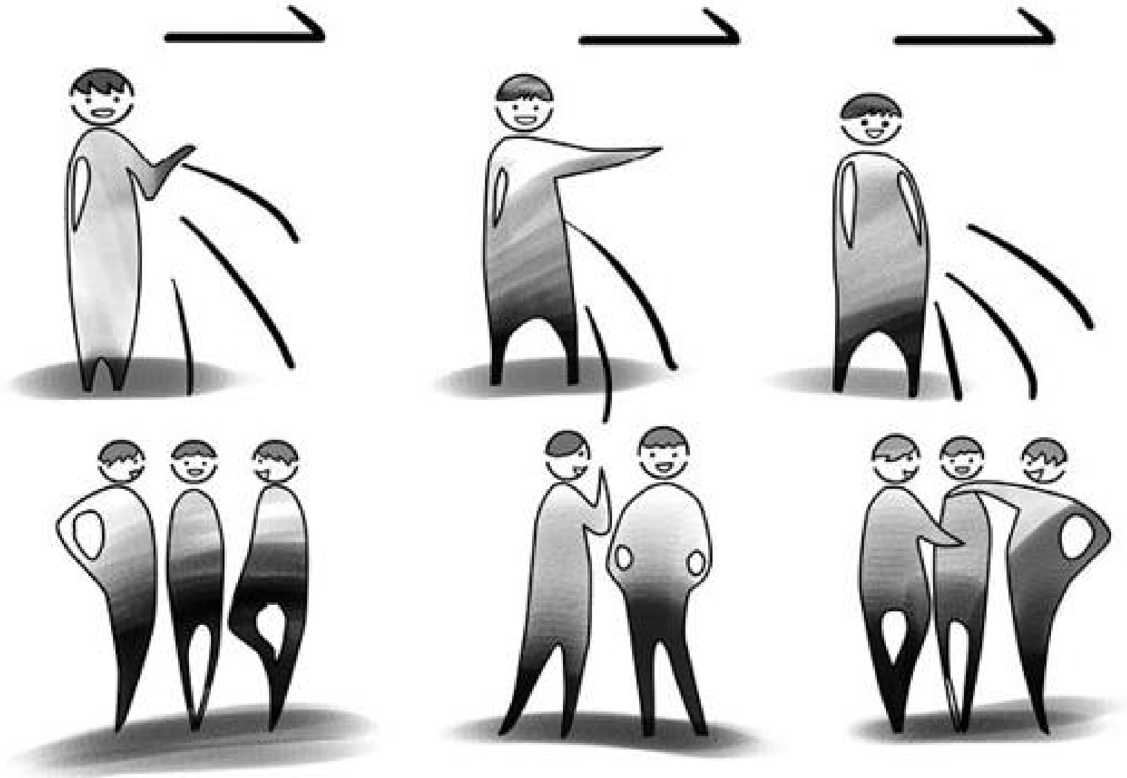
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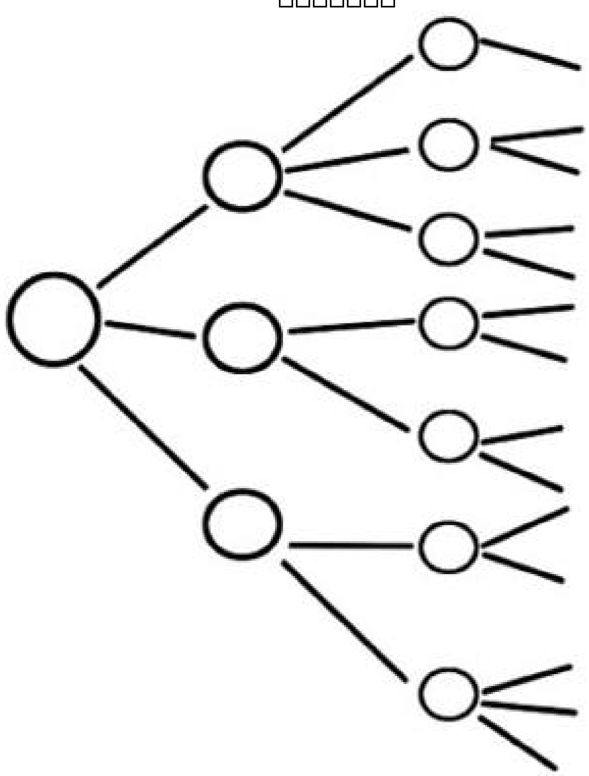
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1□

2□□□“1□□”□□□□2□“1□□”□□□□□□□1×2=2□“2□□”□□□□1□□□□□
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3□□□“1□□”□□□□3□“1□□”□□□□□□□1×3=3□“2□□”□□□□3□□□□□
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□□□□□□3×1=3□□□□12□

N□□□□□□□□□1□□□2□□□3□□…□N–1□□□□□N□□□m□□□□□□□□□□□□□□□□
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C(N,1) □ 2×C(N,2) □ … □ (N–2)×C(N,N–2) □ (N–1)×C(N,N–1)×N×C(N,N)

□□□□□N□□□P(N)□□□□□□□□□f(N,m)□□□□□□□m□□□

$f(N,m)=m\times C(N,m)$□□□□□□□□□$P(N)=N\times 2^{N-1}$

□□□□□□□□m□□□□□□□□□□□□□N>m+1□M>1□□□□

$f(N,m-1)$□$f(N,m)=$

$$(m-1)\times\frac{N(N-1)(N-2)\cdots(N-(m-2))}{(m-1)\cdots3\cdot2\cdot1}+m\times\frac{N(N-1)(N-2)\cdots[N-(m-2)][(N-(m-1)]}{m\times(m-1)\cdots3\cdot2\cdot1}$$

$$=(m-1)\times\frac{N(N-1)(N-2)\ldots[N-(m-2)]}{(m-1)\cdots3\cdot2\cdot1}+\frac{N(N-1)(N-2)\ldots[N-(m-1)]}{(m-1)\cdots3\cdot2\cdot1}\times[N-(m-1)]$$

$$=[(m-1)+(N-1)]\times\frac{N(N-1)(N-2)\cdots[N-(m-1)]}{(m-1)\cdots3\cdot2\cdot1}=N\times C(N,m-1)$$

P(N)□□□□□□□□□□

2P(N)

$=f(N,1)+f(N,1)+f(N,2)+f(N,2)+\ldots+f(N,N-1)+f(N,N-1)+f(N,N)+f(N,N)$

$=f(N,1)+[f(N,1)+f(N,2)]+[f(N,2)+f(N,3)]+\ldots+[f(N,N-1)+f(N,N)]+f(N,N)$

$=f(N,1)+N\times(C(N,1)+(C(N,2)+\ldots+C(N,N-1))+f(N,N)$

□□$f(N,1)=C(N,1)=N\times C(N,0)$□$f(N,N)=N\times C(N,N)$

$2P(N)=N\times(C(N,0)+C(N,1)+C(N,2)+\ldots C(N,N-1)+C(N,N)$

$=N\times(C(N,0)+C(N,1)+\ldots C(N,N-1)+C(N,N))$□

$=N\times 2^N$

$P(N)=N\times 2^{N-1}$

□□□□□□□□□□□□□□□□□□□□□□N□□□□□□□□□P(N)□$N\times 2^{N-1}$□

N□□□□□□□□□□□□□□□□□□□□□□□□□□□1□□□□□□□□□□□□N□□□□□□□□□□□□N×(N–1)□□□□□□□□□□□□$N\times 2^{N-1}$□□□□□□□□□□□“□□□□□□□□□□□□□□□□”□“□□□□□□□□□□□□□□□□□□□□□□”□□□□□□

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E(N,x,0)=1

E(N,x,1)=m

E(N,x,2)=m×m□

$$B(N,x,i)=\sum_{k=0}^{i} E(N,x,j)$$

$$B(N,x,i)=1+m+m^2+\ldots+m^i=\frac{1-m^{i+1}}{1-m}$$

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$$B(N,x,1)=\frac{1-m^{1+1}}{1-m}=1+m$$

$$B(N,x,2)=\frac{1-m^{2+1}}{1-m}=1+m+m^2$$

$$B(N,x,3)=\frac{1-m^4}{1-m}$$

$$B(N,x,6)=\frac{1-m^7}{1-m}$$

□m=150□□□□□□

$$B(N,x,6)=\frac{1-m^7}{1-m}=\frac{1-150^7}{1-150}=1.15\times10^{13}$$

□□□ □□□□□m□□□□□□□□□□□□□□□□□□□□□a□□□

E(N,x,0)=1;

E(N,x,1)=m×a;

E(N,x,2)=(*m*×a)×(*m*×a^2)□

$$E(N,x,i)=(m\times a)(m\times a^2)\cdots(m\times a^i)=m^i a^{\frac{i\times(i+1)}{2}}$$

$$B(N,x,i)=\sum_{j=0}^{i} m^j a=\frac{j\times(j+1)}{2}=1+m\times a\%+\cdots+m^i a^{\frac{i\times(i+1)}{2}}$$

□a□(0,1)□□□□□□□□□□□□□□□□□x□□1□□□□□□□□□□□□□□□□□□□□□□($m\times a^i$)<1□□i□□□□□□□□□□□□□□

$$B(N,x)=\sum_{j=0}^{i} m^{j} a^{\frac{j\times(j+1)}{2}}$$

其中：$i > \lg(m)/\lg(\frac{1}{a})$

□□□□□□□□□□□□□□□□□□□□□□□□□□□□m□□□□□□□□□□
□□□□□□□M□M=m×b□b□[0,1]□□□□□□

$$B(N,x)=\sum_{j=0}^{i} (mb)^{j} a^{\frac{j\times(j+1)}{2}}$$

其中：$i > \lg(mb)/\lg(\frac{1}{a})$

□□

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□□P(N)□□□f(N,m)=m×C(N,m)□C(N,m)□□N□□□□□□□“m□□”□□□□□m□□□□□□□□□□□□□□□□□□□□□□□□□m–1□□□□□□□□□□□□□□□m–1□□□□□□□□□□□□□□□□□g(N,m)□□N□□□□“m□□”□□□□m=1□□g(N,m)=g(N,1)=N□□m>1□□□

g(N,m)=(m–1)×f(N,m)=(m–1)×m×C(N,m)

g(*N*,*m*)+g(*N*,*m*+1)

=(*m*–1)×*f*(*N*,*m*)+*m*×*f*(*N*,*m*+1)

=*m*×[*f*(*N*,*m*)+*f*(*N*,*m*+1)]–*f*(*N*,*m*)

□□□□□N□□□□□□□□□□E(N)□□□□

2×*E*(*N*)

=*g*(*N*,1)+*g*(*N*,1)+*g*(*N*,2)+*g*(*N*,2)+…+*g*(*N*,*N*–1)+*g*(*N*,*N*–1)+*g*(*N*,*N*)+*g*(*N*,*N*)

=*g*(*N*,1)+[*g*(*N*,1)+*g*(*N*,2)]+…+[*g*(*N*,*N*–1)+*g*(*N*,*N*)]+*g*(*N*,*N*)

m=1□□□□□*g*(*N*,*m*)=(*m*–1)×*m*×*C*(*N*,*m*)□□□□*g*(*N*,1)=0

=[1×(*f*(*N*,1)+*f*(*N*,2))–*f*(*N*,1)+…+[(*n*–1)×(*f*(*N*,*N*–1)+*f*(*N*,*N*))–*f*(*N*,*N*–1)]+(*N*–1)×*f*(*N*,*N*)

={[1×(*f*(*N*,1)+*f*(*N*,2))]+…+[(*n*–1)×(*f*(*N*<*N*–1)+*f*(*N*,*N*))]+*N*f(*N*,*N*)}–{*f*(*N*,1)+…+*f*(*N*,*N*–1)+*f*(*N*,*N*)}

□□□□□□□□*f*(*N*,*m*–1)+*f*(*N*,*m*)=*N*×*C*(*N*,*m*–1)□*f*(*N*,*N*)=*N*C(*N*,*N*)

$=\{[1\times N\times C(N,1)]+\ldots+[(m\times N\times C(N,m)]+\ldots+(N-1)\times N\times C(N,N-1)+N\times N\times C(N,N)\}-\{f(N,1)+\ldots+f(N,N-1)+f(N,N)\}$

$=N\times\{C(N,1)+\ldots+m\times C(N,m)+\ldots+(N-1)C(N,N-1)+N\times C(N,N)\}-P(N)$

$=N\times P(N)-P(N)=(N-1)P(N)$

$=(N-1)\times N\times 2^{N-1}$

[illegible]2[illegible]E(N)[illegible]m=1[illegible]g(N,1)=0[illegible]N[illegible]2E(N)[illegible]2[illegible]N[illegible]E(N)[illegible]N[illegible]E(N)[illegible]

$E(N)=N+(N-1)\times N\times 2^{N-2}$

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[illegible]

$S(0)=1$

$S(1)=2$

…

$S(m)=S(m–1)+S(m–1)=2\times S(m–1)$

$S(m)=2^m$

[illegible]

$R(0)=0$

$R(1)=1$

…

$R(m)=R(m–1)+S(m–1)$

$R(m)=S(m–1)+S(m–2)+…+S(0)$

$R(m)=2^m–1$

[illegible]m[illegible]N[illegible]$N=2^m$[illegible]

[illegible]m=lg(N)/lg(2)[illegible]x[illegible]x[illegible]m[illegible]N[illegible]

[illegible]w[illegible]T(m)[illegible]m[illegible]

$T(0)=1$

$T(1)=w$

$T(2)=w^2$

…

$T(m)=w^m$

$$S_{\mathrm{w}}(m)=\sum_{i=0}^{i} T(i)=\frac{1-w^{m+1}}{1-w}$$

[illegible]2[illegible]$S_w(m)2^m–1$[illegible]$S(m)=2^m$[illegible]2[illegible]

[illegible]m≈lg(N)/lg(w)[illegible]w[illegible]w[illegible]

[illegible]$S(m)=2^m$[illegible]w[illegible]w[illegible]x[illegible]w+1[illegible]w[illegible]x[illegible]1[illegible]x[illegible]

$S(0)=1$

$S(1)=2$

…

$S_w(m)=2\times S(m-1)-S(m-w)$

[illegible]$m-w<0$[illegible]$S(m-w)=0$

$S(m)=2\times[2\times S(m-2)-S(m-w-1)]-S(m-w)$

$=2\times\{2\times[2\times S(m-3)-S(m-w-2)-S(m-w-1)\}-S(m-w)$

$=2^3S(m-3)-2^2S(m-w-2)-2S(m-w-1)-S(m-w)$

$=2^mS(m-m)-2^{m-1}S(m-w-(m-1))-2^{m-2}S(m-w-(m-2))-\dots-S(m-w)$

[illegible]$m-w<0$[illegible]$S(m-w)=0$[illegible]

$S(m)=2^mS(0)-2^{m-w}-2^{m-w}-S(1)-\dots-S(m-w)$

$=2^m-2^{m-w}-2^{m-w-1}[2\times S(0)-\dots-2^{m-w-w}[2^wS(0)-S(w-w)]-2^{m-2w-1}[2^{w+11}S(0)-S(1)]+\dots+2^{m-2w-1}[2^{m-2w}S(0)-S(1)]$

$=2^m-(m-w)\times 2^{m-w}+[2^{m-2w}S(0)+2^{m-2w-1}S(1)+\dots+2^0S(m-2w)$

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R(x,y)□□x□y□□□□□□□□□□□□□□□□□□□□□□2□□□□□□R(x,y)=N□□□□□□□□

□□□□□□□□□x□y□□□□□□□□□□□N□□□□□□N□□□□□□

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$$R(x,y)=(m+1)\times\frac{m}{N-1}+N\times\frac{N-m-1}{N-1}$$

□□□□□□□□□□□□□□□x□y□□□□□□□□□□□□□□□□□□□□□□□□□□□x□y□□□□□□

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$$R(x,y)=\frac{N^2-N-Nm+m^2+m}{N-1}=\frac{N^2-N-Nm+m^2+m}{N-1}$$

$$=N+\frac{m^2+m(1-N)}{N-1}$$

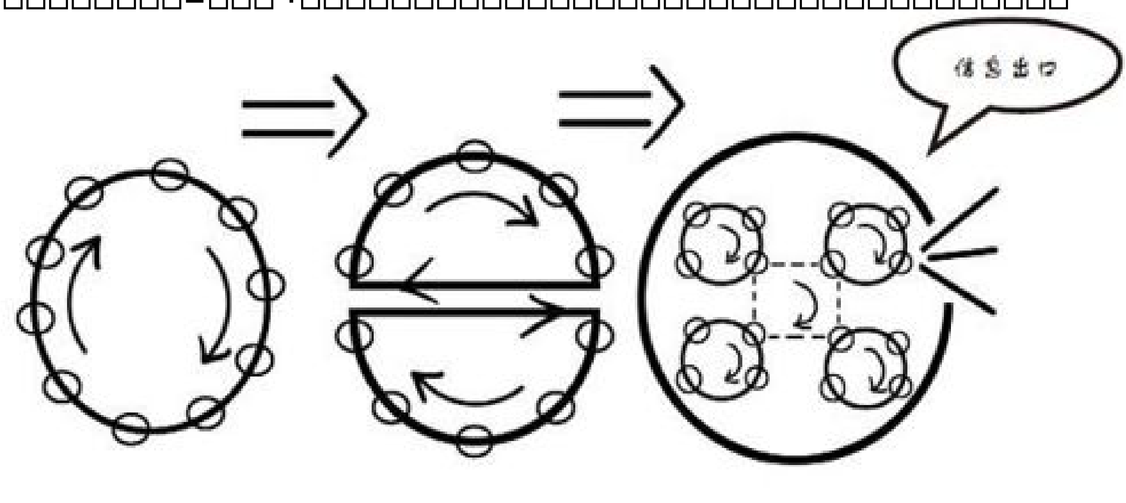
□□$m^2+m(1–N)$□□m□□□□□□□□□□□□□□□2m+1–N□□□□□□□□2□□□□□□□

□□□□□ $2m+1-N=0\Rightarrow m=\frac{N-1}{2}$时, □□□□□□□□□□□□m□□□□□□□□□□□□□□□□□□□□

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N[illegible]x[illegible]y[illegible]——[illegible]1[illegible]x[illegible]y[illegible]N–2[illegible]2[illegible]x[illegible]y[illegible]x[illegible]y[illegible]x[illegible]N–2[illegible]N–2[illegible]x[illegible]x[illegible]y[illegible]x[illegible]y[illegible]

$W(x,y)=N-2$

[illegible]k[illegible]2[illegible]

$W(x,y)=(N-1)/(k-1)$

[illegible]x[illegible]y[illegible]

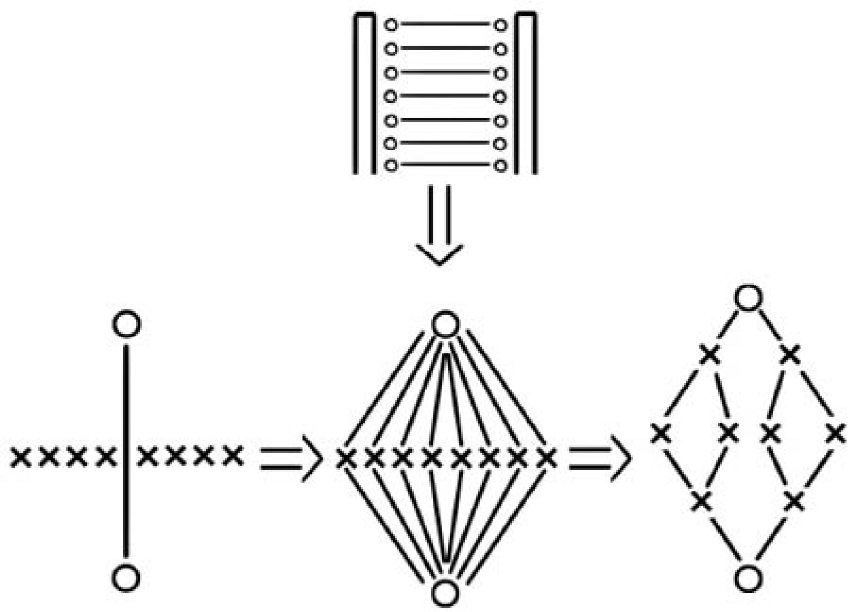
N[illegible]x[illegible]y[illegible]——[illegible]N[illegible]N/2[illegible]k[illegible]

$$k+k^2+k^3+\ldots+k^i=\frac{1+k^{i+1}}{1+k}=\frac{N}{2}$$

$$i=\frac{\log\frac{N(1+k)-2}{2}}{\log k}=\frac{\log[N(1+k)-2]-\log 2}{\log k}$$

$$W(x,y)=k^i$$

[illegible]i[illegible]k[illegible]*i*[illegible]



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[illegible]N[illegible]N[illegible]

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$$E(\mathrm{N},\mathrm{x},i)=\mathrm{m}^{i}\mathrm{a}^{\frac{i\times(i+1)}{2}}$$

$$I(\infty,x,i+1)=\frac{E(N,x,i+1)}{E(N,x,i)}=\frac{\mathrm{m}^{i+1}\mathrm{a}^{\frac{(i+1)\times(i+2)}{2}}}{\mathrm{m}^{i}\mathrm{a}^{\frac{i\times(i+1)}{2}}}=\mathrm{ma}^{i+1}$$

I(∞,x,*i*)[illegible]*i*[illegible]

[illegible] $\mathrm{ma}^{i+1}<1$ [illegible] E(N,x,*i*) [illegible] I(N,x,t) [illegible] N [illegible] m [illegible] a [illegible] a=1 [illegible] a [illegible] 1/1000 [illegible] m [illegible] t=0 [illegible]

[illegible] N [illegible]

$$I(N,x,i)=I(\infty,x,i)\times\frac{N-B(N,x,i)}{N}$$

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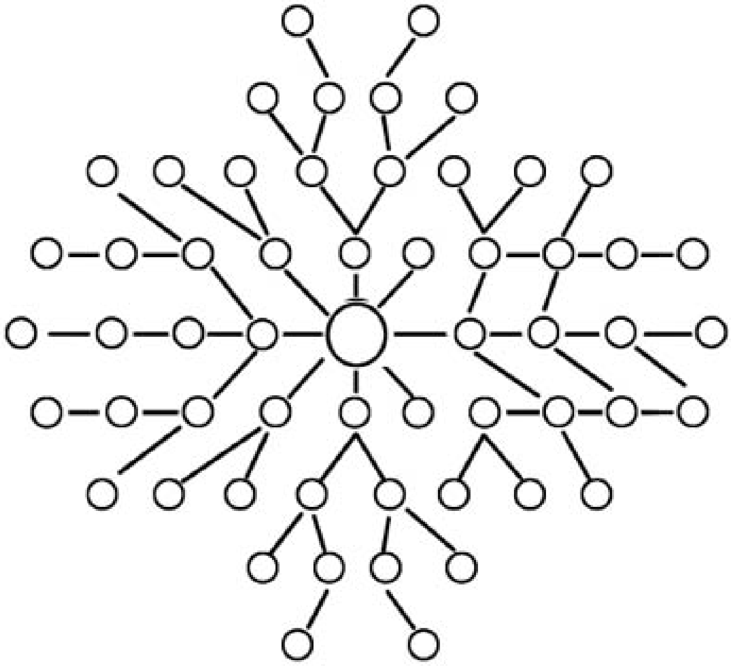
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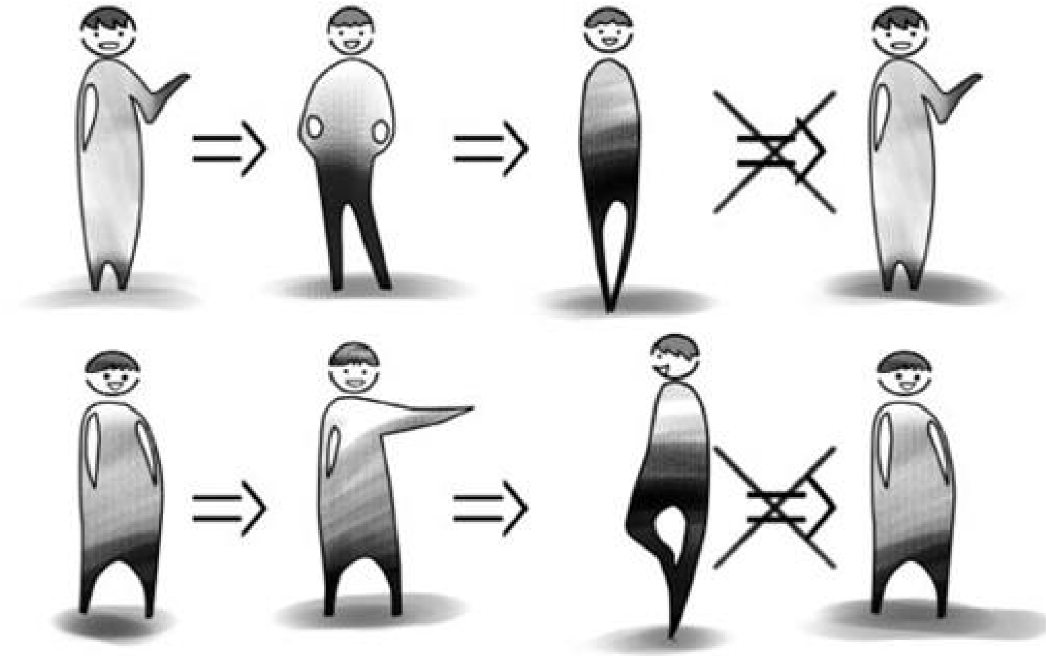
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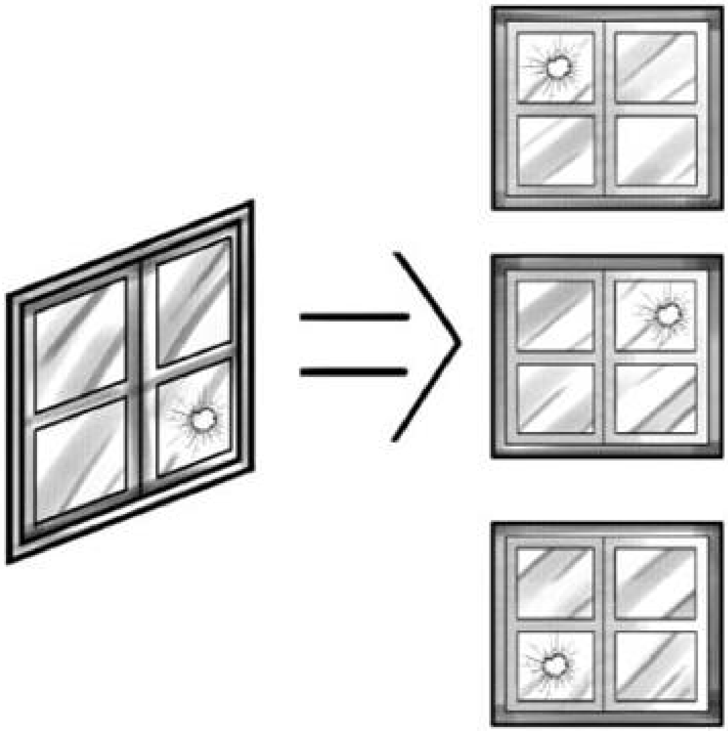
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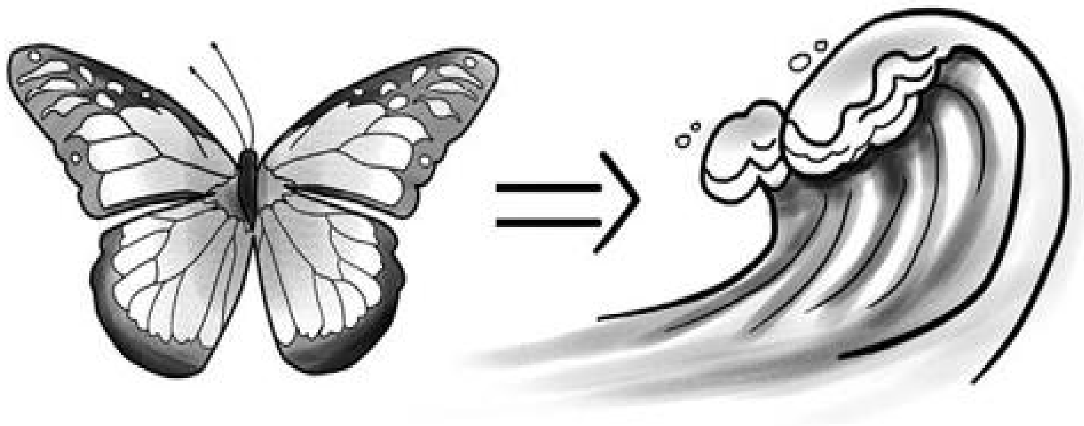
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[illegible]B(N,x,i)[illegible]BO(N,x,i)[illegible]BP(N,x,i)[illegible]BQ(N,x,i)[illegible]B(N,x,i)[illegible]

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$FO(N,x,i)= E(N,x,i)\times EO(N,x,i)$

$FP(N,x,i)= E(N,x,i)\times EP(N,x,i)$

$FQ(N,x,i)= E(N,x,i)\times EQ(N,x,i)$

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[77] [illegible]·[illegible]Stanley Milgram[illegible]1933~1984[illegible]Six Degrees of Separation[illegible]

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[82] [illegible]·[illegible]Philip Zimbardo[illegible]

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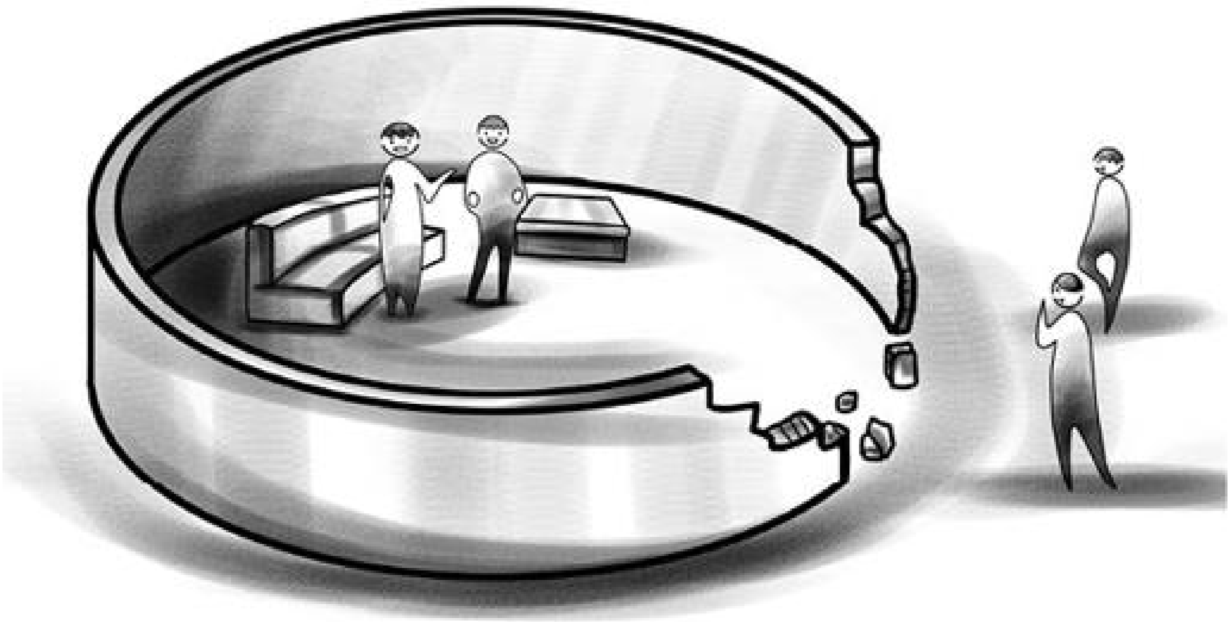
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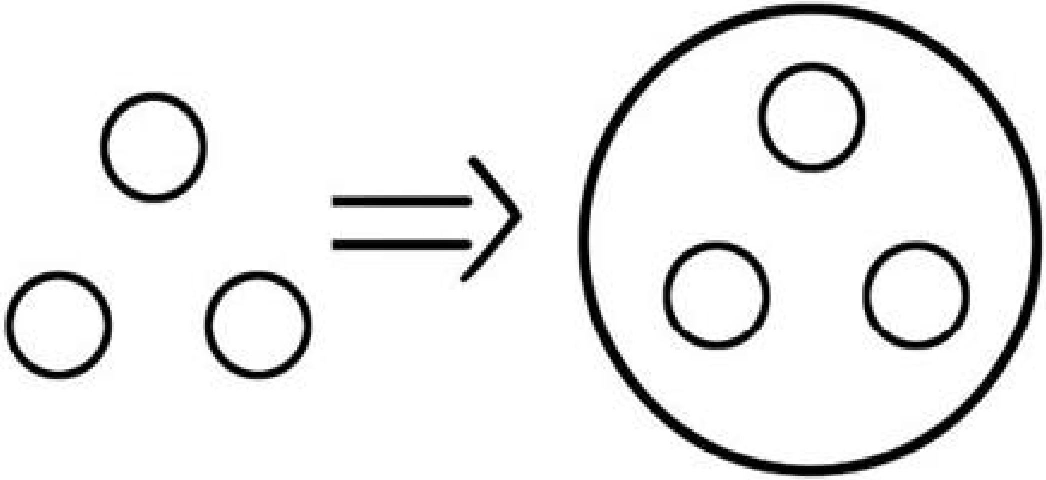
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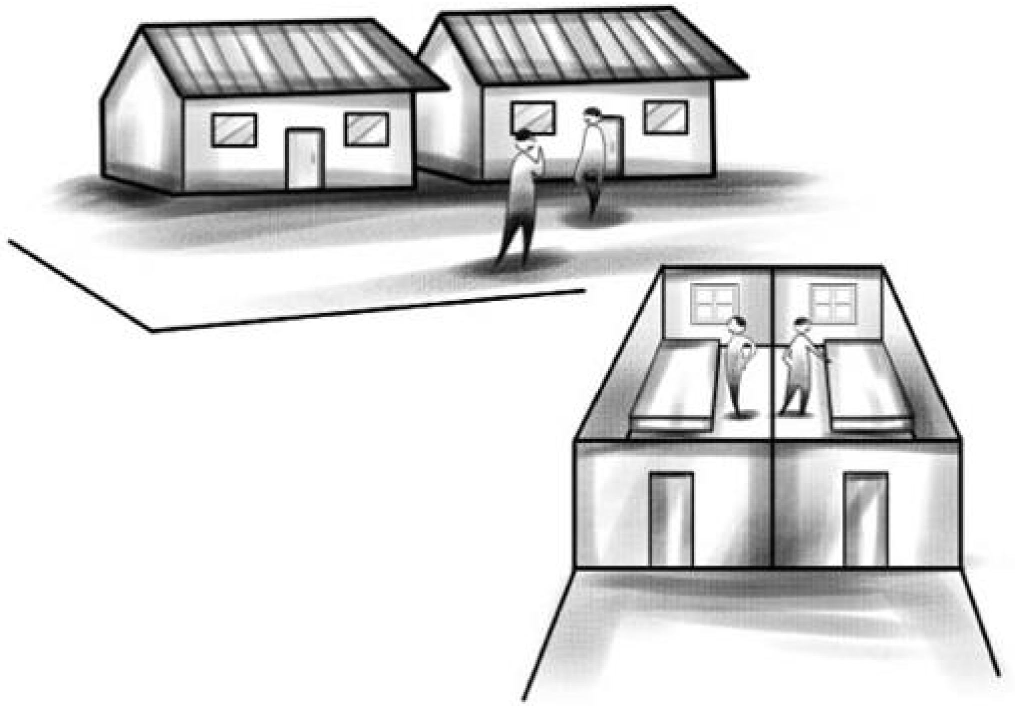
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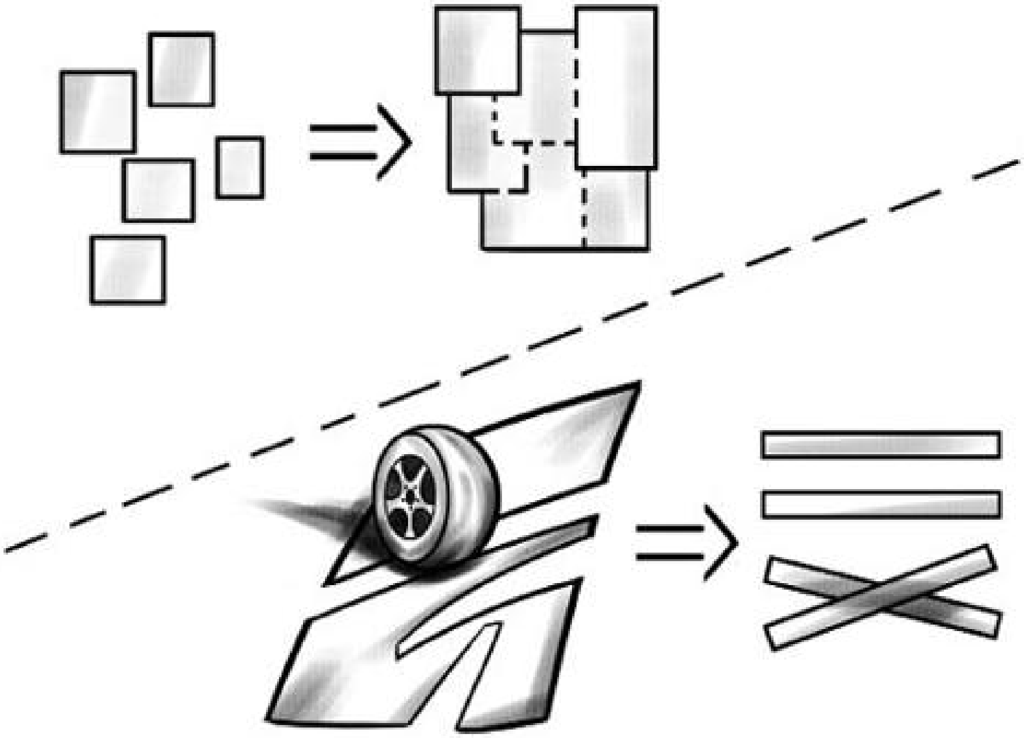
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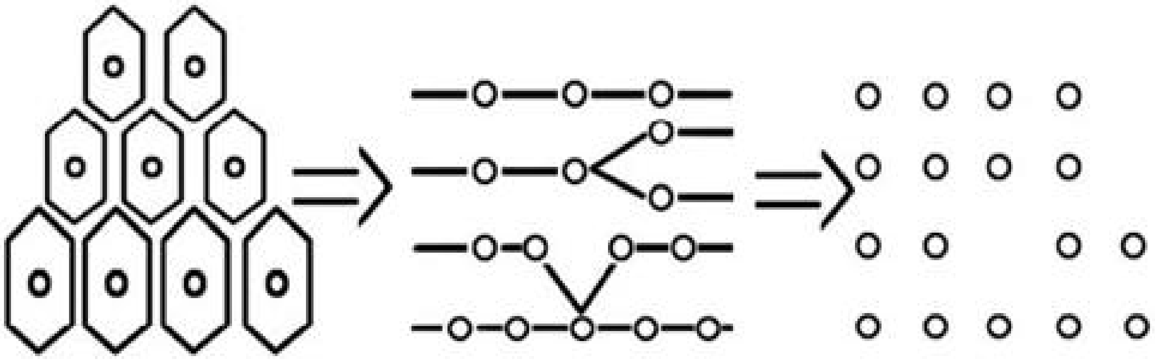
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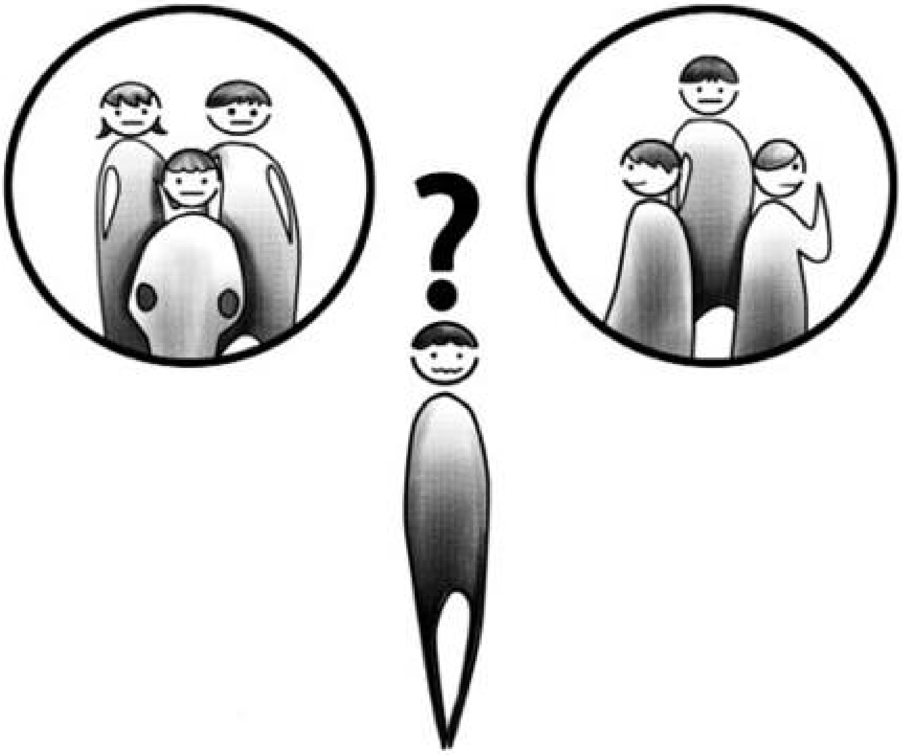
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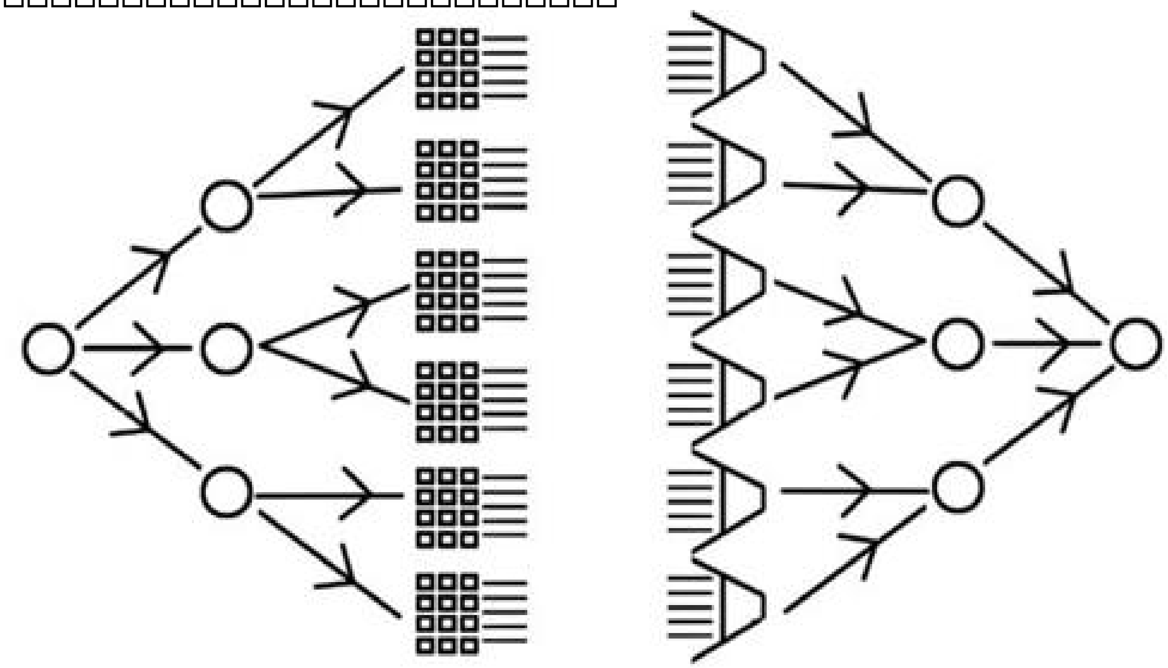
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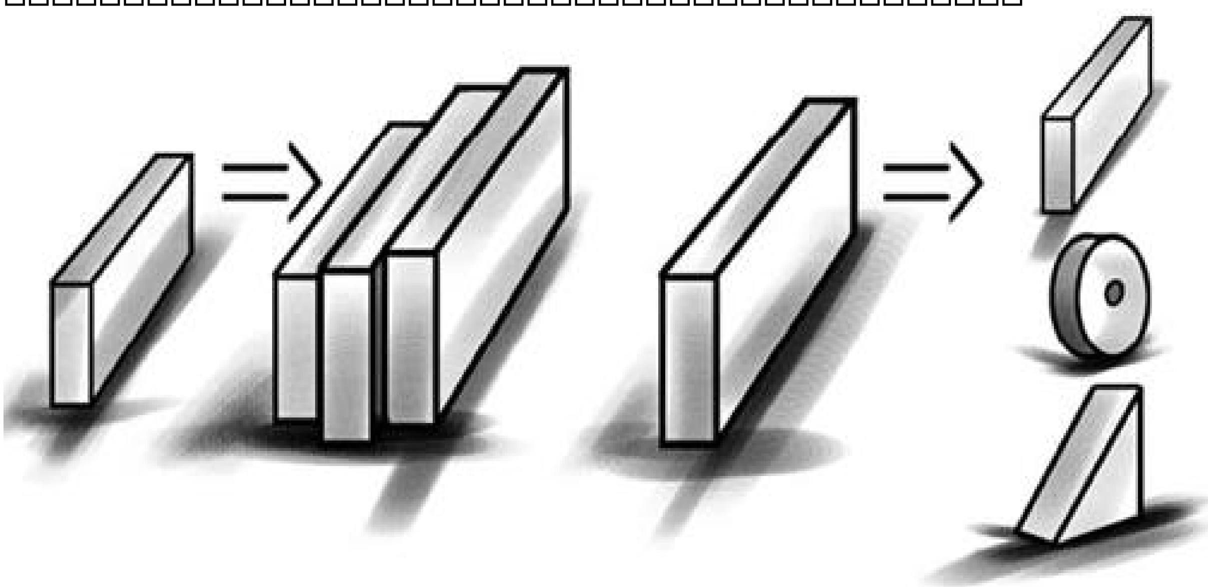
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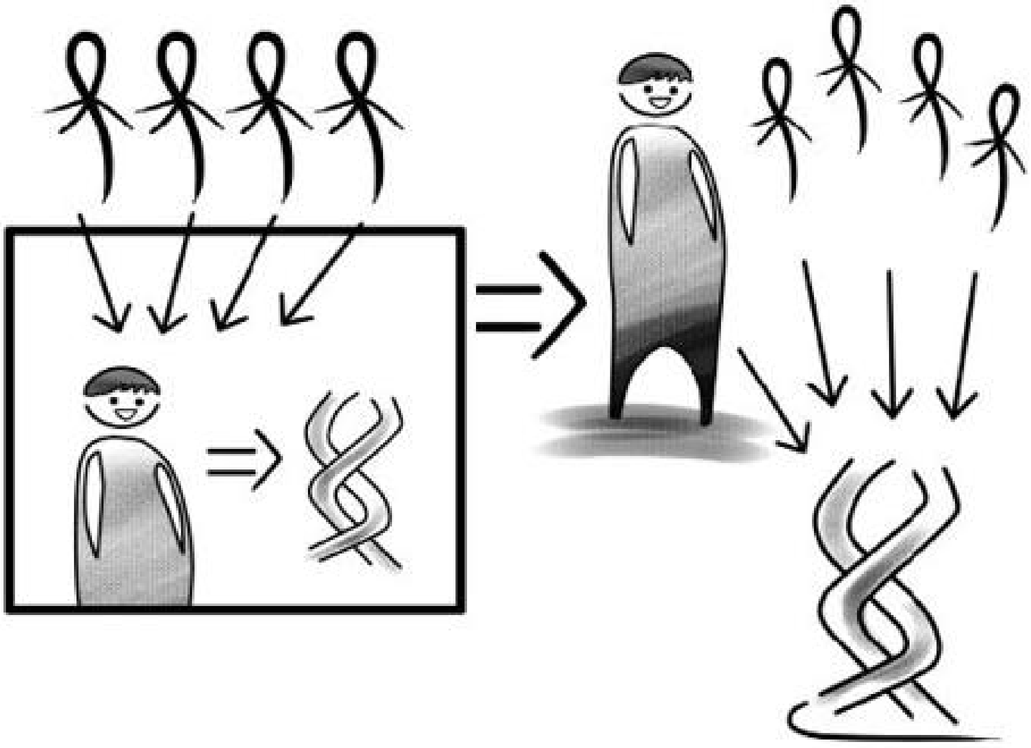
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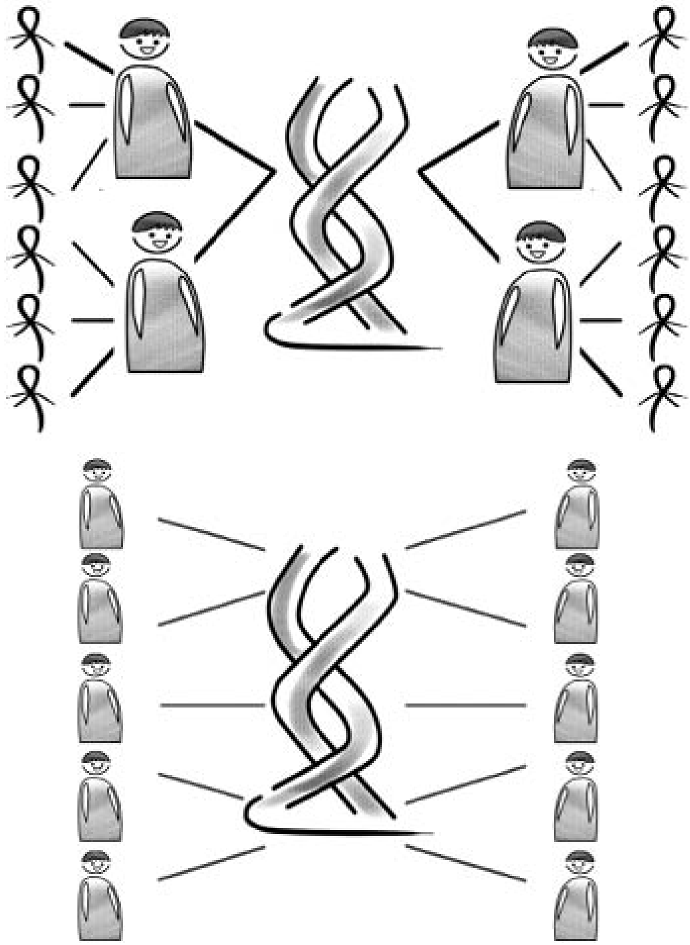
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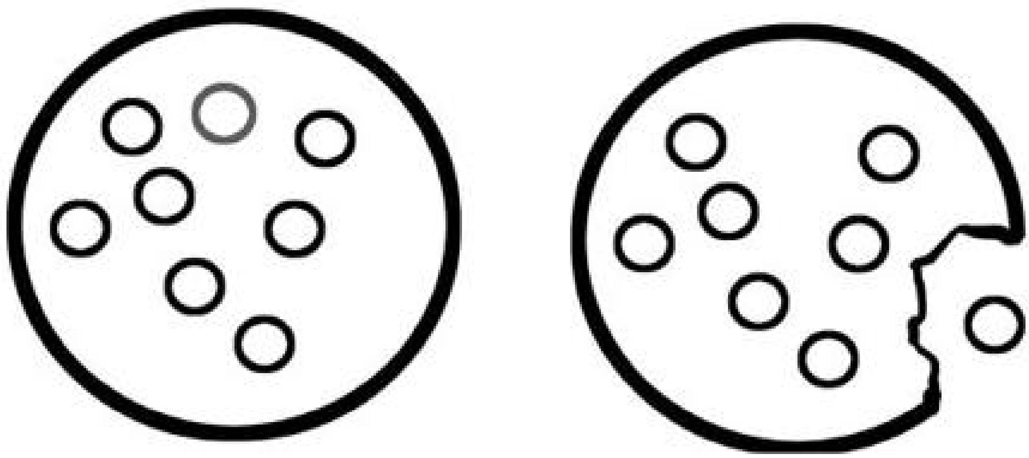
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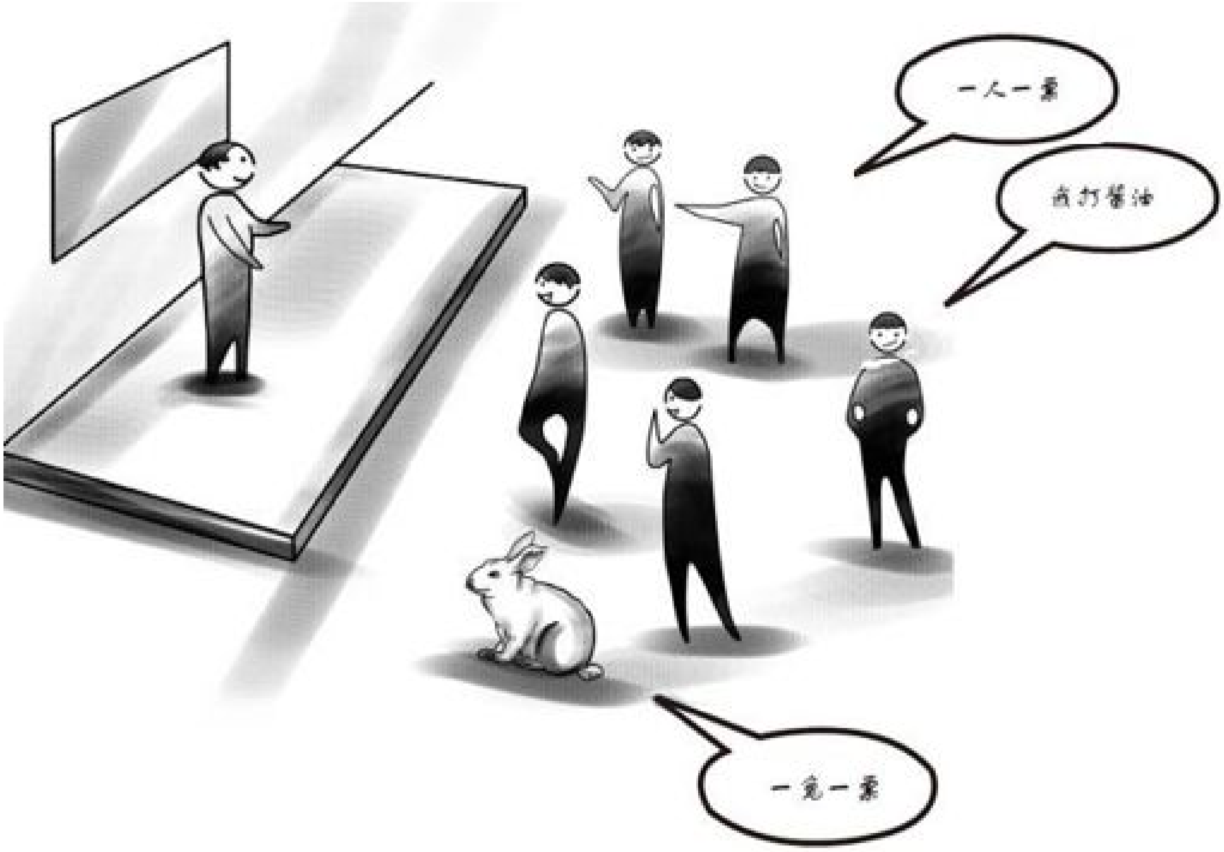
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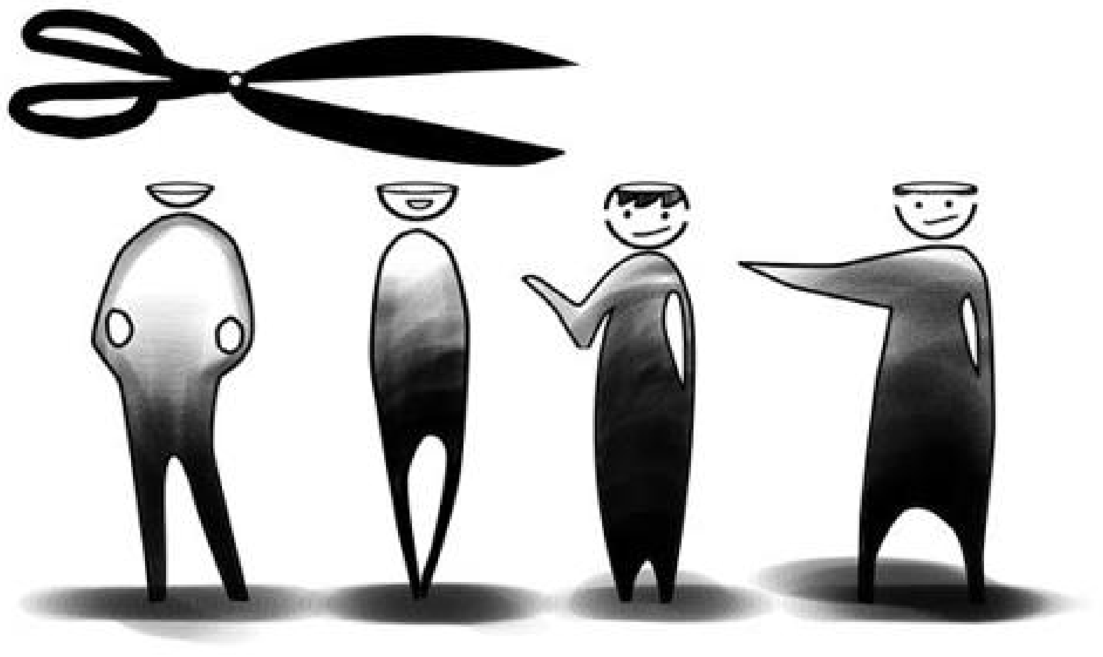
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一人一票
我打酱油
一兔一票



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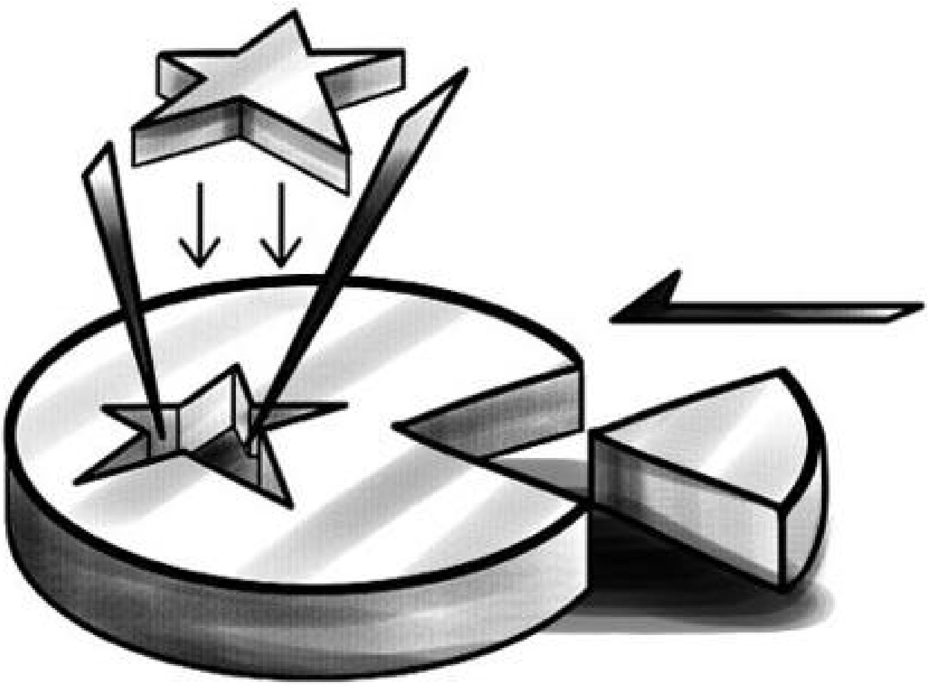
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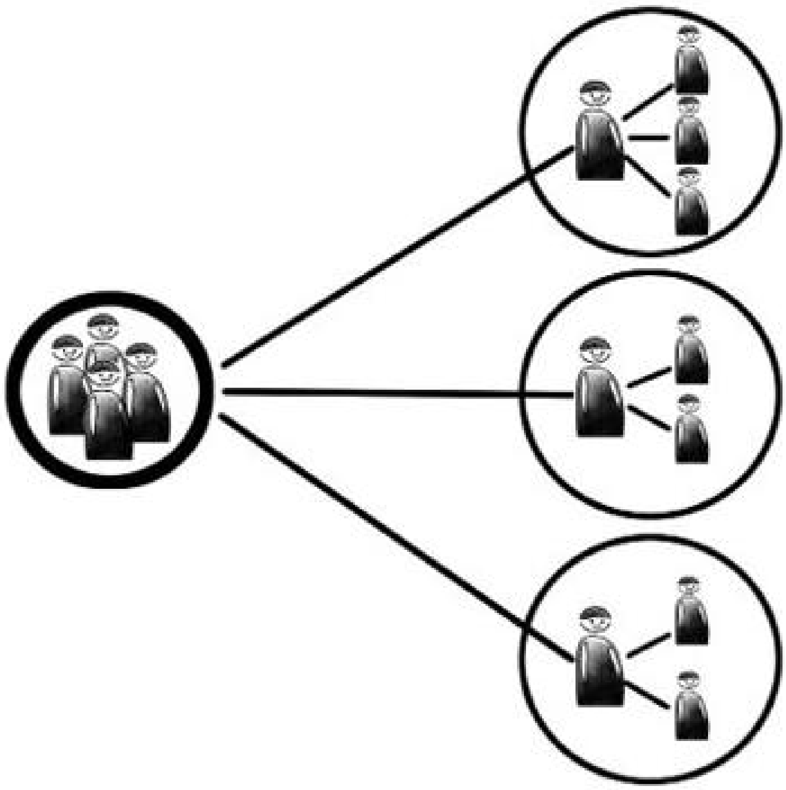
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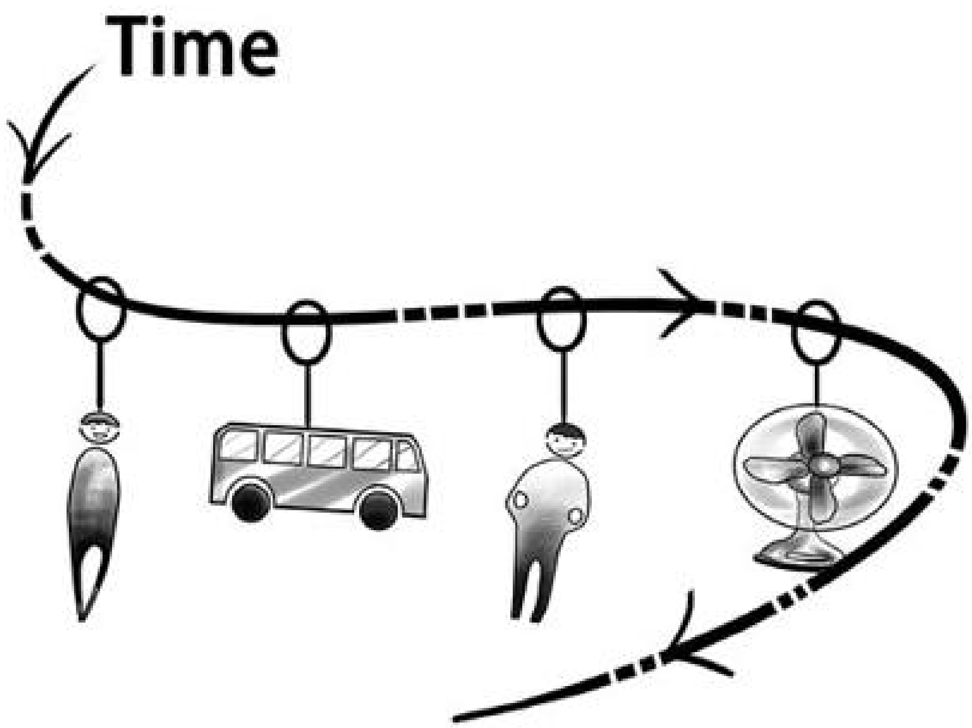
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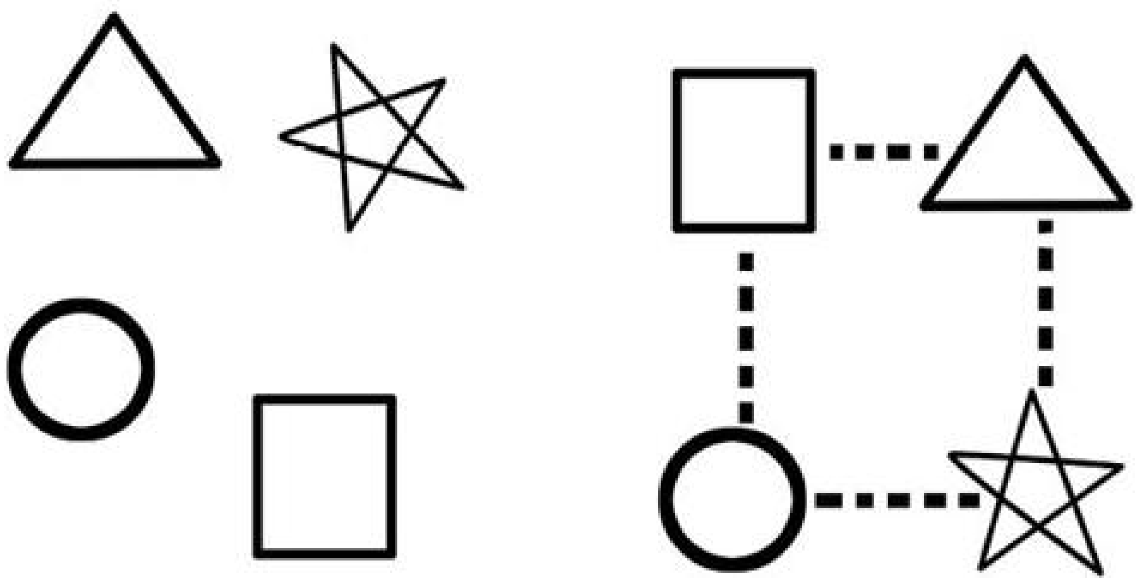
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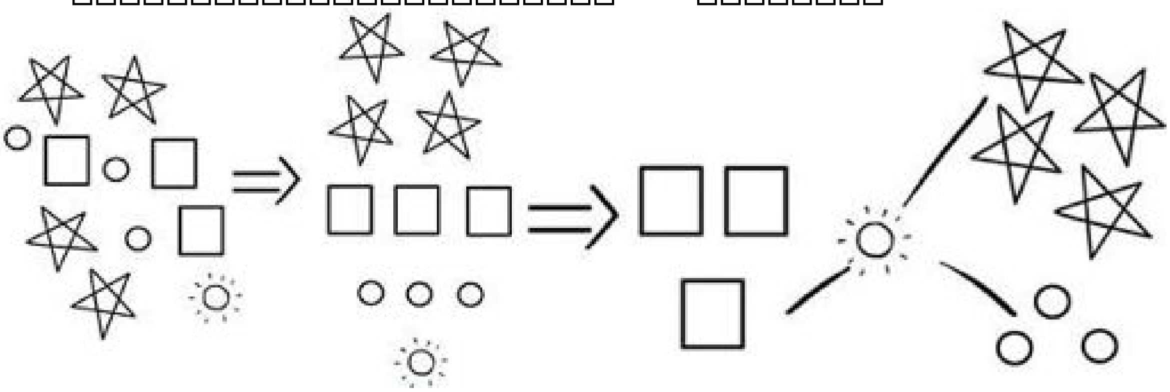
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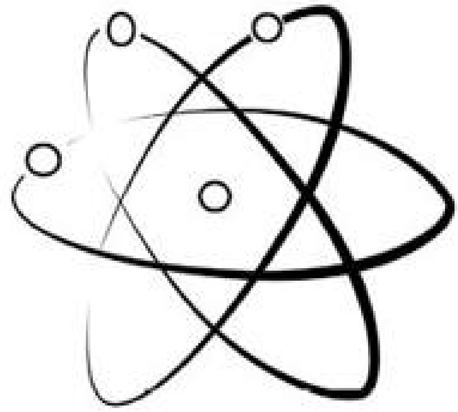
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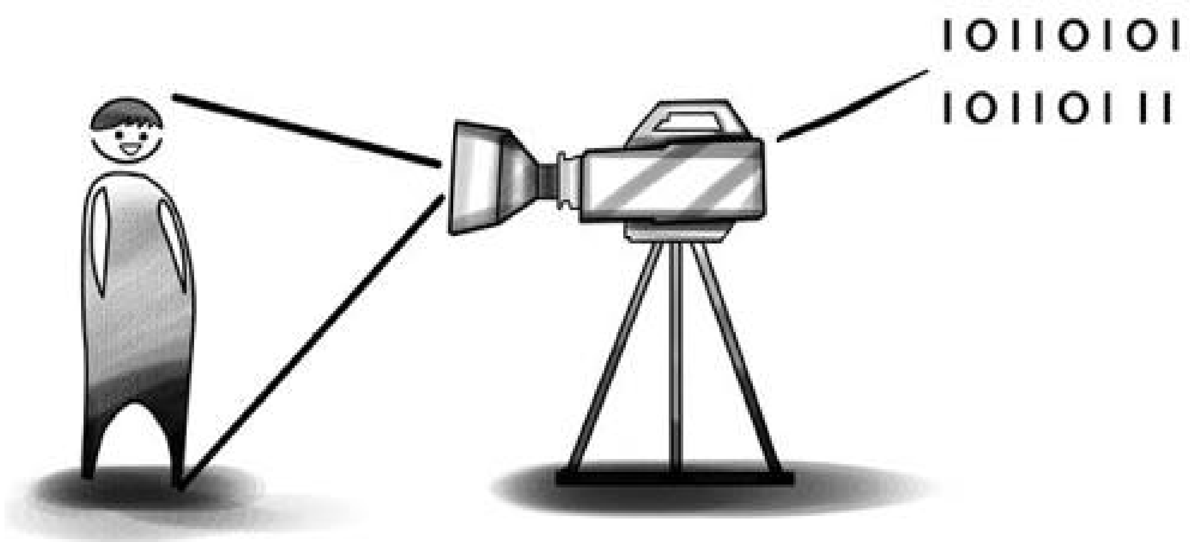
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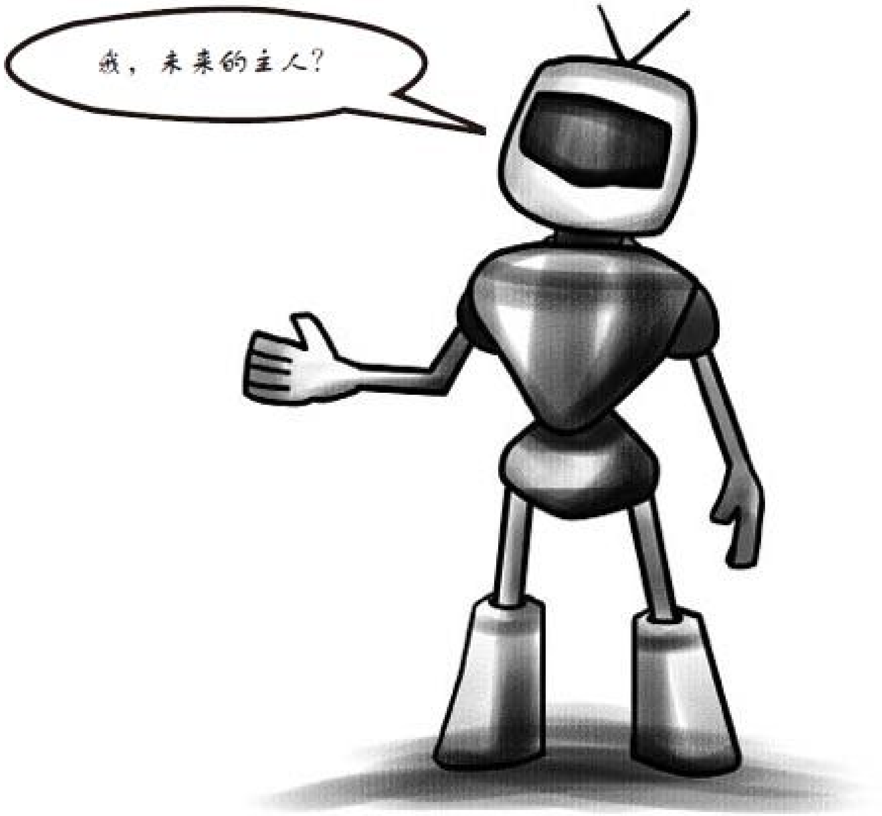
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我，未来的主人？

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